

# Parkes Bypass

## Socio-economic assessment

Roads and Maritime Services | October 2018





Roads and Maritime Services

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# Document controls

## Document status

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# Executive summary

Roads and Maritime Services propose to build a new 10.5 kilometre bypass west of the existing Newell Highway in Parkes. This socio-economic assessment has been developed as part of the Review of Environmental Factors (REF) prepared for the proposal.

This report has been prepared in accordance with a comprehensive level of assessment as outlined in the Roads and Maritime Environmental Impact Assessment Practice Note – Socio-Economic Impact Assessment (EIA-N05).

## Project description

The Parkes Bypass would generally include one lane in each direction, and would depart from the existing Newell Highway to the south of Barkers Road, re-joining near Maguire Road to the north of the township. The Parkes Bypass forms part of a wider program to upgrade the Newell Highway to improve the safety and efficacy of the inland haulage of freight, by road, between Queensland, Victoria and NSW. The proposal would achieve this by diverting about 74 per cent of freight traffic, that currently travels through the town centre, on to the bypass.

The key features of the bypass (shown in Figure 1-1) would include:

- A new two-lane bypass (one lane in each direction) with four key intersections comprising:
  - T-intersections where the new bypass connects to the existing highway near Barkers Road (south) and Maguire Road (north)
  - a staggered T-intersection at London Road
  - a four-way roundabout at Condobolin Road
- A bridge over the Broken Hill and Parkes to Narromine rail lines and Hartigan Avenue and a shared pedestrian/cycleway bridge over the Parkes Bypass connecting Victoria Street and Back Trundle Road
- An extension of Hartigan Avenue that would connect to Brolgan Road (west of the bypass) and Condobolin Road
- Changes to local roads to tie in with the new bypass.

## Existing environment

Parkes is a town in Central West, NSW with a population of 15,450 people. Most people living in the study area and Shire were born in Australia (85 per cent) and about 47 per cent of people living in the town and Shire have an education level of Year 12 and above. Given Parkes' location, people heavily rely on driving to and from work, with about 77 per cent of people who live in the study area travelling to and from work by car.

Parkes benefits from highway trade, due to its proximity to the Newell Highway, and tourism, particularly due to the Dish and the Elvis Festival, and has a diverse local economy with copper and gold mining, agriculture, logistics and warehousing, education, and retail. It provides a range of core services for the surrounding communities in terms of schools, medical facilities and major retailers.

The land use across Parkes comprises a mixture of:

- Retail, residential, industrial and commercial land uses
- Transport infrastructure in the form of the existing Newell Highway and the Broken Hill (Sydney to Perth) and Parkes-Narromine rail lines
- Primary production agricultural land, including Crown Land in the form of a travelling stock route (TSR)
- Limited remnant native vegetation in the form of Western Grey Box and White Box woodland.

## Assessment of impacts

The construction and operation of the proposal has the potential to generate several long term socio-economic positive impacts for the Parkes township and wider area of influence, as well as generate short term negative impacts and some long term land use changes. Potential impacts arising from the construction and operation of the project includes the following.

### Construction

A key outcome of the proposal is that it would result in several moderate and temporary construction-related socio-economic impacts, including:

- The loss of land, with the possible need to temporarily lease additional Crown Land during construction. This would require the partial or full acquisition of private landholders, one business, three Parkes Shire Council owned lots and 14 Crown Land lots. Specifically:
  - The Crown Land is either vacant or comprises the travelling stock route (TSR). The road would occupy a 60-metre corridor in the TSR. The road would be fenced to prevent livestock entering the construction site. East-west access to the TSR would be available via Condobolin Road
  - The private property impacts would involve no building demolition. Agricultural sheds would be relocated along the alignment with the agreement of the land owner
- Access restrictions and diversions that may affect the operation of a (heavy vehicle) driver training school and require school students, teachers and parents to use an alternative route via Condobolin Road to reach the Parkes Christian School or other recreational destinations
- Amenity-related impacts such as increased levels of travel disruption, noise, dust and emissions and associated visual intrusion for community members living and working near the proposal. This may result in:
  - Loss of enjoyment for golfers, wedding guests and outdoor diners at the Parkes Golf Course
  - Loss of lifestyle and amenity for people that live to the west of Parkes who value the area's rural character
- A possible decrease in rental housing stock availability in the local community because of the influx of migrant construction workers, which can be managed by the availability of sufficient self-contained accommodation, hotel/motel space and tourist parks locally.

### Operation

Some participants involved in the community and stakeholder engagement, have indicated their concern about the potential reduction in passing trade in Parkes during operation of the bypass. However, studies that have reviewed how towns have been impacted by bypasses suggest that Parkes does not display major risk factors that contribute to trade loss, and may in fact benefit from a range of success factors (Parolin, 2012).

Immediately after the construction of the bypass, there may be a temporary decrease in passing trade for businesses near the existing Newell Highway due to heavy vehicle traffic diverting along the bypass before adjusting to changed access into Parkes town centre.

Therefore, passing trade loss is expected to peak temporarily immediately after construction, while highway users and the community adjust to the changes. This is because:

- About 61 per cent of light vehicle traffic is still expected to travel through Parkes once the bypass is operational
- Parkes is a distinct regional town that has enough character and amenity to attract people to either come to, or stop in Parkes when passing by. This is helped by the fact that the bypass is only two

kilometres west of the town centre, with the provision of intersections along its route to provide additional access into Parkes town centre. It would also only take about eight minutes to travel in to Parkes town centre from the intersections with the bypass

- Removing traffic from the township has the potential to attract more people to visit
- The Parkes economy is supported by regional services (such as Government departments and a High School) and key employers (such as Northparkes Mine), meaning it is less reliant on tourism and/or passing trade compared to other regional towns

The other socio-economic impacts that are predicted during operation of the proposal include:

- Improved amenity and safety in Parkes town centre due to the reduction in heavy vehicles along the existing Newell Highway, creating better lifestyle outcomes for community members who live and work in Parkes. The improved amenity in the town could be capitalised on by improving the streetscape and shop frontages in line with Parkes Shire Council's vision for improvements to Parkes town centre. This may attract more people to Parkes either from the new highway or the surrounding regional towns
- Improved community cohesion and participation in the town as the existing highway is regarded by the community as an unsafe barrier to movement.
  - Reduced amenity for community members living and working alongside the bypass and Parkes Golf Course due to visual and lighting impacts and the generation of road traffic noise
  - Access changes to properties adjacent to the bypass alignment, and changed traffic conditions and local road network. The loss of vehicle access from Victoria Street to Back Trundle Road which would require school students, teachers and parents to use an alternative route via Condobolin Road to reach the Parkes Christian School or other recreational destinations.
  - A benefit for pedestrians and cyclists due to the provision of a dedicated off-road, shared path pedestrian and cyclist bridge along Victoria Street and Back Trundle Road to access the Parkes Christian School
  - A perception of isolation of people that live to the west of Parkes from Parkes town centre through the reduced east-west connectivity, and the potential loss of social connections during operation.

Most of the adverse impacts can be managed through early and ongoing planning and consultation with key stakeholders such as Parkes Shire Council.

## Management and mitigation

A suite of mitigation and management measures are proposed either to capitalise on the opportunities to improve the amenity of Parkes town centre or to minimise potential adverse impacts. Roads and Maritime, would work closely with stakeholders and project partners to implement these measures.

These measures include:

- Preparing and implementing a Consultation and Communication Plan that would include continuing consultation and inviting feedback from stakeholders that may be impacted by the proposal
- Preparing appropriate management plans to ensure that construction impacts such as disruptions, noise, dust and visual impacts are managed and mitigated in accordance with relevant standards and performance measures.





# Contents

<b>Executive summary</b>	<b>iii</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Proposal background	1
1.2 Proposal description	1
1.3 Purpose of this report	7
1.4 Study area	7
<b>2 Literature review</b>	<b>12</b>
2.1 Success factors	12
2.2 Risk factors for adverse impacts	13
2.3 Community response opportunities	13
2.4 Implications for Parkes Bypass	13
<b>3 Existing socio-economic environment</b>	<b>15</b>
3.1 Geographical description of study area	15
3.2 Regional strategies and plans	15
3.3 Parkes Shire Policy and strategies	15
3.4 Government transport strategies and plans	18
3.5 Land use	19
3.6 Demographic characteristics of the local and regional community	25
3.7 Economic characteristics of the local and regional community	28
3.8 Social and recreational infrastructure	36
3.9 Places of community significance	37
3.10 Access and connectivity	37
3.11 Community value	39
<b>4 Summary of consultation</b>	<b>42</b>
4.1 Amenity and lifestyle	42
4.2 Access	42
4.3 Employment and economy	43
<b>5 Impact identification and assessment</b>	<b>44</b>
5.1 Property, land use and access	44
5.2 Population and demographics	46
5.3 Employment and businesses	46
5.4 Impacts on social infrastructure	49
5.5 Impacts on community values	51
<b>6 Impact summary, safeguards and management measures</b>	<b>55</b>
6.1 Summary	55
6.2 Mitigation and consultation	63
<b>7 References</b>	<b>67</b>

## Tables

Table 1-1	Proposed permanent land acquisition	6
Table 1-2	Socio-economic impact ratings	11
Table 3-1	Key land use zoning within the study area and proposal footprint	20
Table 3-2	Key land uses within the study area and proposal footprint	23
Table 3-3	Agricultural GRP contributions (2010–11)	29
Table 3-4	Summarised SWOT analysis for Parkes town centre, where directly related to Newell Highway upgrade	31
Table 3-5	Surveyed businesses in Parkes township	33
Table 6-1	Impact summary	55
Table 6-2	Socio-economic safeguards and management measures	64

## Figures

Figure 1-1	Key features of the proposal (Page 1 of 3)	3
Figure 1-1	Key features of the proposal (Page 2 of 3)	4
Figure 1-1	Key features of the proposal (Page 3 of 3)	5
Figure 1-2	Parkes (NSW) SA2 boundary comprising the study area (shaded blue)	8
Figure 3-1	Land use zoning	22
Figure 3-2	Key surrounding land uses	24
Figure 3-3	Age profile	25
Figure 3-4	Percentage share industry by occupation in Parkes and NSW	28
Figure 3-5	Parkes Town Centre catchment areas (source: Parkes Shire Council CBD Issues Paper)	31
Figure 3-6	Business survey study area	34
Figure 3-7	Estimated proportion of trade from passing motorists (of surveyed businesses)	35
Figure 3-8	Western Road Liners bus routes in Parkes	38
Figure 3-9	Active movement plan within Parkes	39

## Appendices

Appendix A	Detailed literature review
Appendix B	Business and stopper survey report
Appendix C	Consultation program

# 1 Introduction

## 1.1 Proposal background

Roads and Maritime Services (Roads and Maritime) proposes to build a new 10.5-kilometre bypass (the bypass) about 1.5 to 2.0 kilometres west of the existing Newell Highway in Parkes (the proposal).

Parkes is a town in central-west New South Wales (NSW) located at the intersection of the Newell Highway and two major rail lines, the Broken Hill rail line from Sydney to Perth and the Parkes-Narromine rail line, which is soon to form a section of the proposed Melbourne to Brisbane Inland Rail. It is located within the Parkes Shire Local Government Area (LGA). The Parkes Bypass is one of several upgrades proposed under the Newell Highway Corridor Strategy (refer to section 2.1).

A key objective of the strategy and proposal is to improve the highway as an inland freight route between Queensland and Victoria via NSW. The proposal would improve freight efficiency around Parkes by avoiding the need for heavy vehicles to travel through the town centre by diverting them onto a bypass. Delays in Parkes town centre for heavy vehicles are currently due to:

- Level crossings at the intersection of the Newell Highway and the rail lines, especially when the gates are closed for train movements
- Interaction with local traffic and pedestrians
- The need to safely navigate around four 90-degree bends.

The proposal would also benefit people living in, working in, or visiting Parkes by improving:

- The amenity of the town centre in terms of it being a more pleasant environment to live and work
- Road user, pedestrian and cyclist safety.

### 1.1.1 Proposal objectives

The primary objectives of the Parkes Bypass are to:

1. Enable access for PBS3a freight vehicles through Parkes to improve freight efficiency and productivity
2. Improve safety of the railway level crossings and reduce or eliminate the travel delays caused by railway operations
3. Facilitate future connectivity improvements to Parkes Logistics Hub as and when the traffic demand warrants
4. Improve the amenity and pedestrian access in Parkes in the vicinity of the existing Newell Highway alignment (secondary objective).

## 1.2 Proposal description

The proposal would involve building a new 10.5-kilometre bypass about 1.5 to 2.0 kilometres west of the existing Newell Highway in Parkes. It would depart from the existing Newell Highway to the south of Barkers Road re-joining near Maguire Road to the north of the town.

Key features of the proposal include (shown on Figure 1-1):

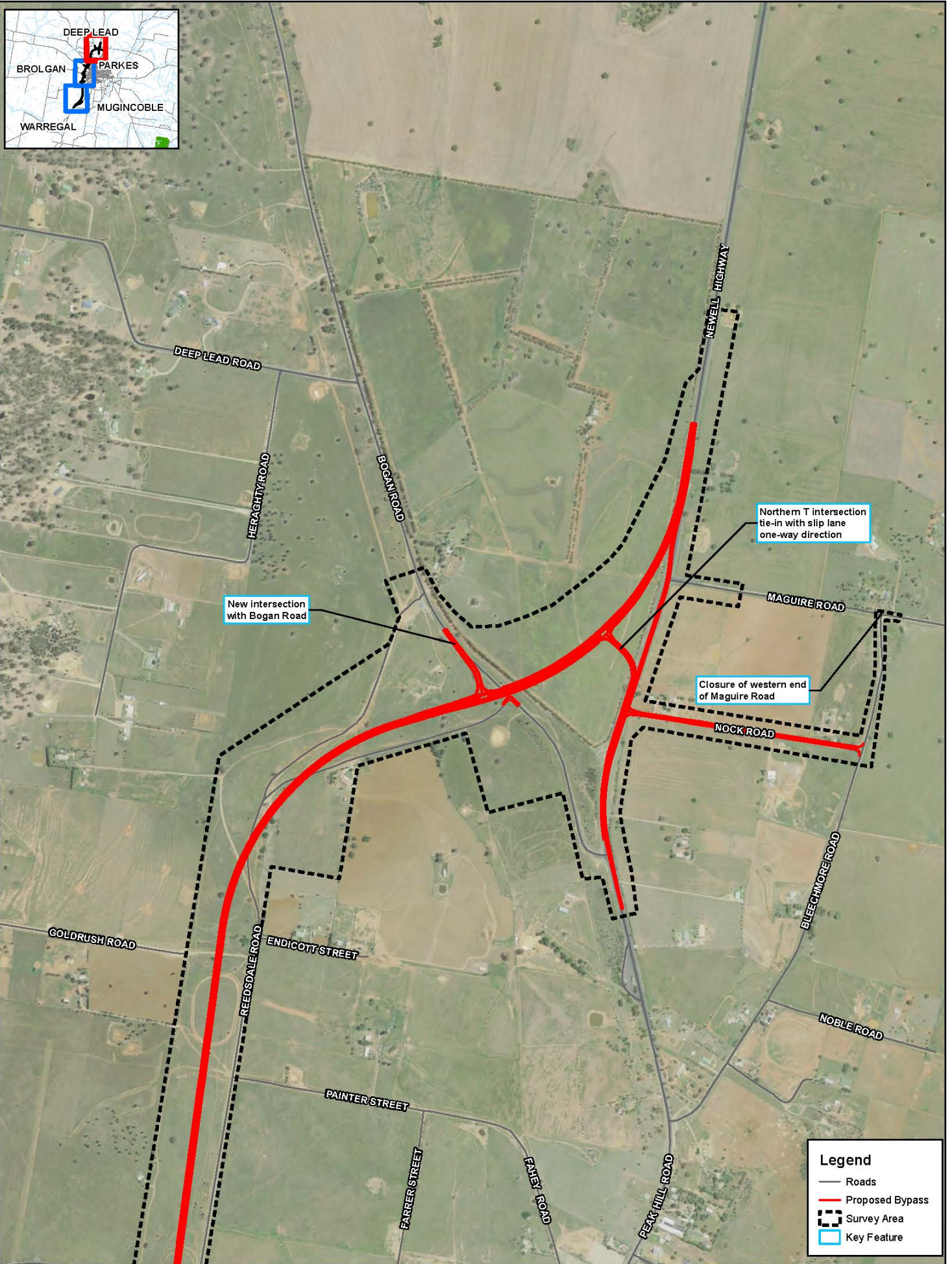
- A new two-lane bypass (one lane in each direction) with four key intersections comprising:
  - T-intersections where the new bypass connects to the existing highway near Barkers Road (south) and Maguire Road (north)
  - a staggered T-intersection at London Road
  - a four-way roundabout at Condobolin Road

- A bridge over the Broken Hill and Parkes to Narromine rail lines and Hartigan Avenue and a shared pedestrian/cycleway bridge over the Parkes Bypass connecting Victoria Street and Back Trundle Road
- An extension of Hartigan Avenue that would connect to Brolgan Road (west of the bypass) and Condobolin Road
- Changes to local roads to tie in with the new bypass.

The bypass would be designed as a heavy vehicle route, and cycling would not be permitted. As a result, there is expected to be about a 46 per cent reduction in the number of vehicles travelling through the town centre (refer to Appendix C of the REF), which is likely to improve safety and amenity for cyclists travelling along the existing Newell Highway. Access for pedestrians and cyclists travelling between Victoria Street and Back Trundle Road would be maintained through the construction of the new shared pedestrian/cycleway bridge over the bypass to connect these roads. All bus routes would be preserved under the proposal along with existing bus stop provisions. There is a commitment to provide emergency vehicle access as part of the detailed design.

Construction would be largely carried out in accordance with standard construction working hours, that is from 7 am to 6 pm Monday to Friday and 8 am to 1 pm on Saturday. However, to minimise disruption to daily traffic and disturbance to surrounding land owners and businesses, it would be necessary to carry out some work outside of these hours. The following activities are likely to be carried out outside standard construction working hours:

- Placement of asphalt
- Intersection and tie-in activities
- Deliveries of oversized materials or equipment
- Installation of bridge elements e.g. girders
- Line marking
- Installation and adjustment of barriers and signage for construction zones during each construction stage
- Work within the rail corridor.



New intersection with Bogan Road

Northern T intersection tie-in with slip lane one-way direction

Closure of western end of Maguire Road

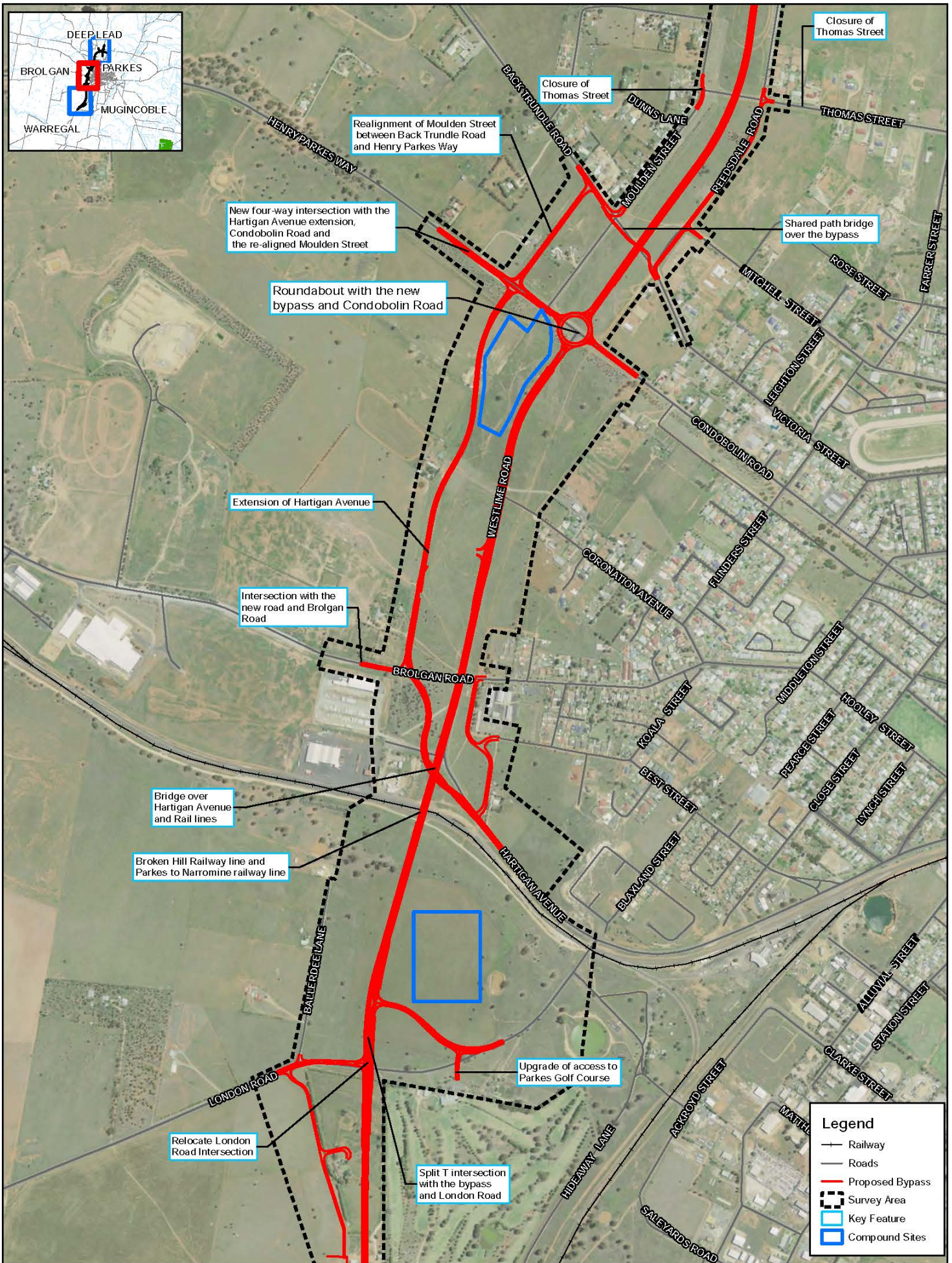
**Legend**

- Roads
- Proposed Bypass
- Survey Area
- Key Feature

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Date: 4/09/2018	Approved by: Z. McLaughlin		
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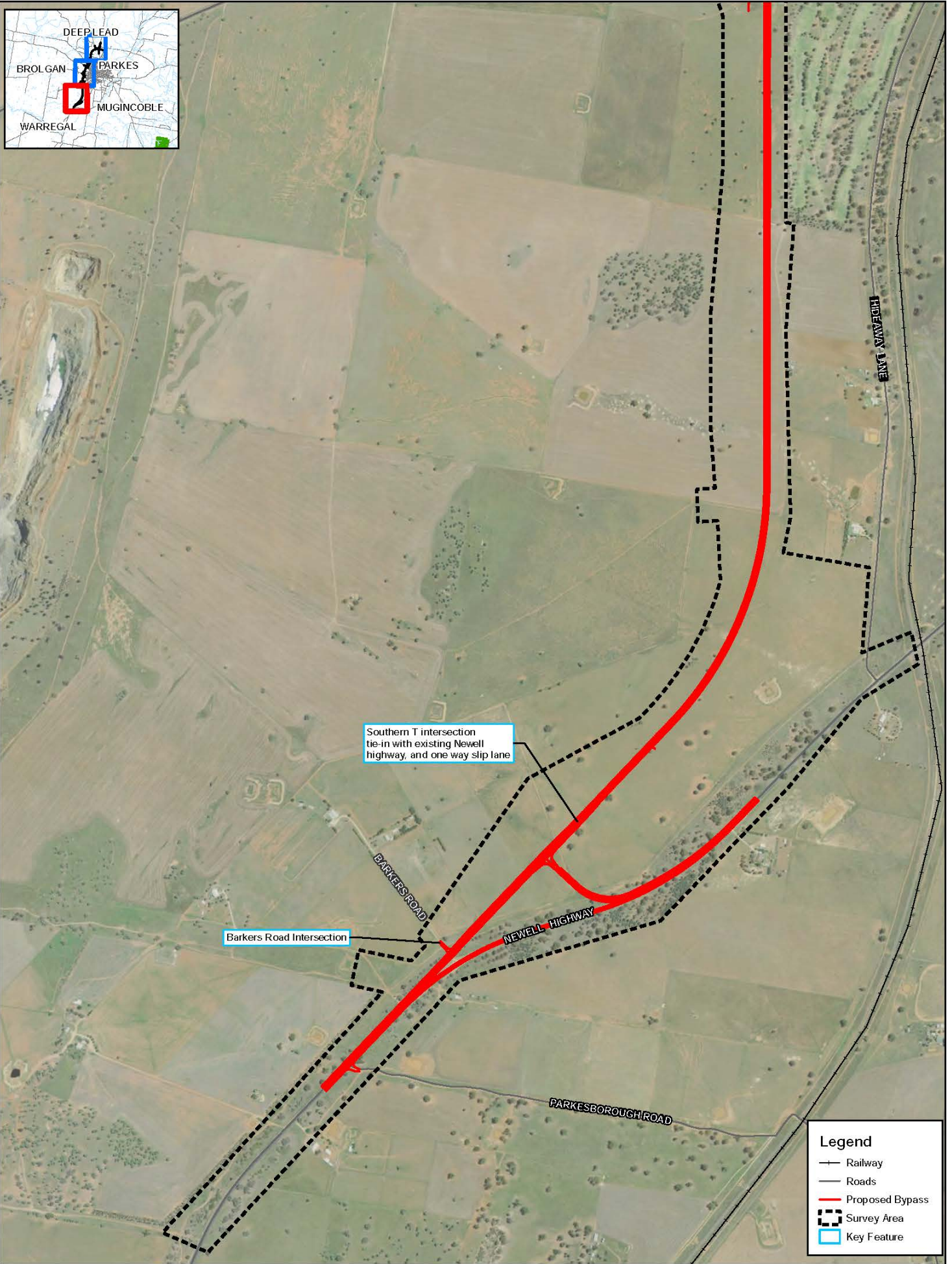
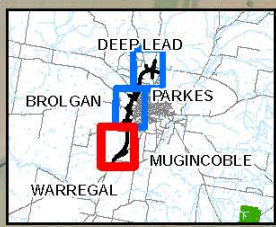


**Parkes Bypass**  
**Figure 1.1**  
 Key Features of the Proposal  
 Page 1 of 3



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Southern T intersection tie-in with existing Newell highway, and one way slip lane

Barkers Road Intersection

Legend	
	Railway
	Roads
	Proposed Bypass
	Survey Area
	Key Feature

Map: 2270437A\_GIS\_005\_A7    Author: David.Naiken  
 Date: 4/09/2018    Approved by: Z.McLaughlin



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Parkes Bypass

**Figure 1.1**  
 Key Features of the Proposal

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## 1.2.1 Acquisition of dwellings and land

The proposal requires permanent acquisition of about land from Government and private owners. Roads and Maritime would also need to lease temporarily or make access arrangements over additional land during construction.

The final amount of acquisition required will be confirmed during the detailed design. The acquisition process would be carried out in accordance with the *Land Acquisition (Just Terms Compensation) Act 1991*, the *Roads Act 1993*, the supporting NSW Government Land Acquisition Reform 2016, and the Land Acquisition Information Guide (Roads and Maritime, 2014). Table 1-1 shows the property acquisition needed for the proposal. It would not involve any building demolition, and it is expected that all affected private property owners would still be able to use their properties under their current land uses.

Table 1-1 Proposed permanent land acquisition

Lot and DP	Property Owner
Lot 388 DP 750179	Private
Lot 387 DP 750179	Private
Lot 517 DP 750179	
Lot 2 DP 1129859	
Lot 1 DP 1129859	
Lot 2 606056	
Lot 683 DP 750179	
Lot 1 DP 1098082	Parkes Shire Council
Lot 1 DP 870752	
Lot 554 DP 750179	
Lot 155 DP 750152	
Lot 1085 DP 750152	Private
Lot 2 DP 1012623	Private
Lot 1 DP 838430	Private
Lot 781 DP 750152	
Lot 784 DP 750152	
Lot 1037 DP 750152	Private
Lot 907 DP 750152	
Lot 837 DP 750152	
Lot 7019 DP 1077038	Crown Land
Lot 7071 DP 1058313	
Lot 7073 DP 1077021	
Lot 543 DP 750179	
Lot 7071 DP 1058313	
Lot 7330 DP 1147447	



Lot and DP	Property Owner
Lot 7329 DP 1147447	
Lot 7328 DP 1147447	
Lot 7333 DP 1147355	
Lot 7332 DP 1147355	
Lot 7045 DP 1059946	
Lot 7044 DP 1059946	
Lot 7008 DP 1030636	
Lot 7303 DP 1143523	

### 1.3 Purpose of this report

This socio-economic assessment is part of the Review of Environmental Factors (REF) prepared for the proposal.

This report has been prepared in accordance with the Roads and Maritime Environmental Impact Assessment Practice Note – Socio-Economic Impact Assessment (EIA-N05).

In accordance with EIA-N05, the purpose of this assessment is to:

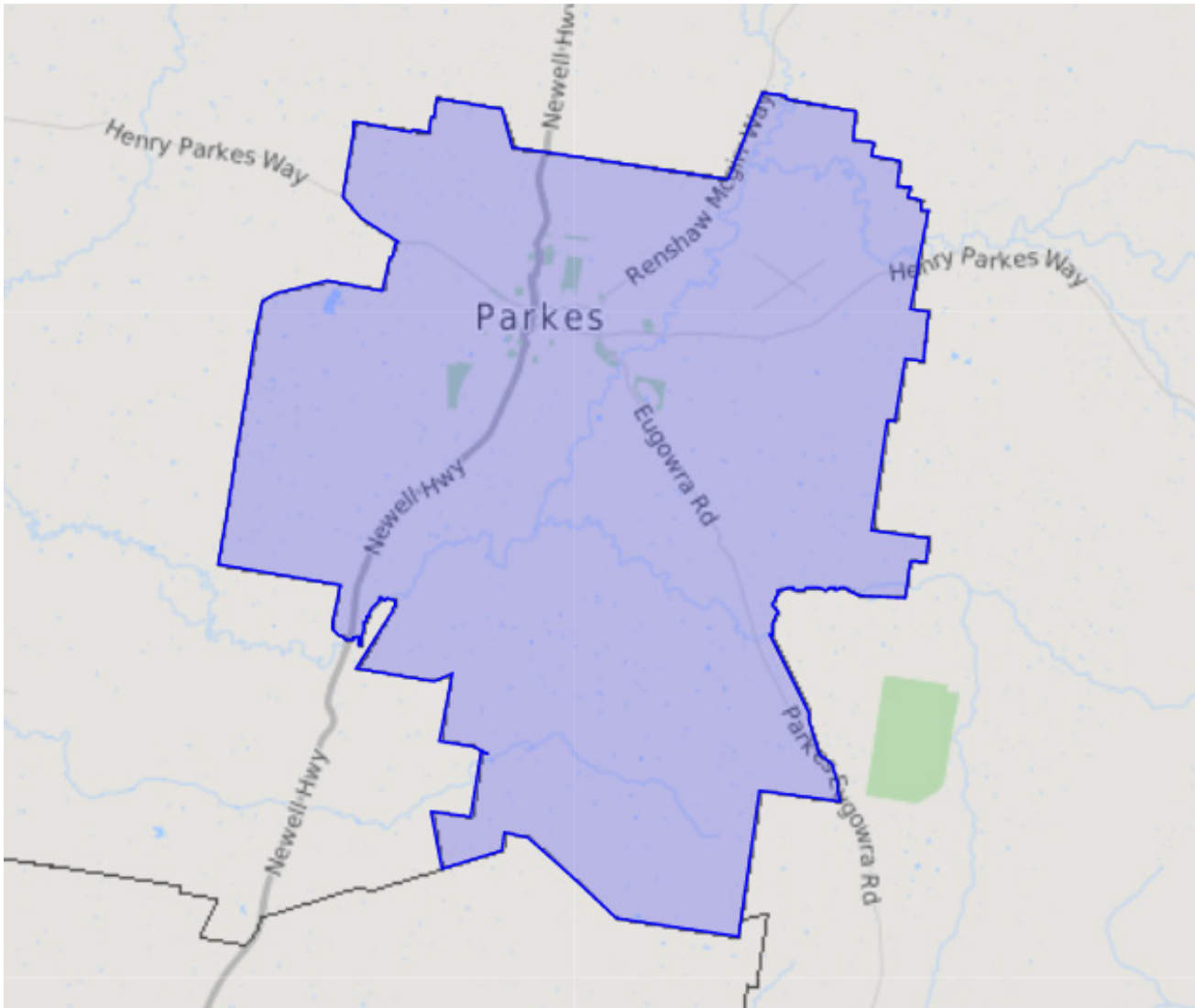
- Describe the existing socio-economic conditions as a basis for predicting likely changes
- Identify and assess adverse and beneficial socio-economic impacts
- Avoid, manage or mitigate potential negative impacts.

### 1.4 Study area

The study area comprised five aspects:

- 2016 Australian Bureau of Statistics Census data from within the Parkes (NSW) Statistical Area Level 2 (SA2) covering Parkes as shaded blue in Figure 1-2.
- Social and recreational infrastructure, and places of community significance from within the Parkes township, which fall within the blue shaded area in Figure 1-2.
- Community values held by the people that live and work in Parkes.
- Survey information collected from key businesses within the centre of Parkes as described in section 1.4.1, all of which fall within the blue shaded areas in Figure 1-2 and are shown in greater detail in Figure 3-6.
- Survey information collected from passers-by collected within Parkes town centre and north at the Dish.

Where relevant, the data has been compared against regional, State and national data to provide a sense of perspective and scale.



Source: ABS, 2016

Figure 1-2 Parkes (NSW) SA2 boundary comprising the study area (shaded blue)

### 1.4.1 Information sources

This assessment has been informed by desktop analysis of existing available data and documents supported by targeted consultation with relevant stakeholders. Specifically, the desktop assessment reviewed:

- Two reports on the economic evaluation of town bypasses prepared by the University of New South Wales in 2011 and 2012 to evaluate the medium-to-long-term economic impacts on businesses and trade within towns bypassed by new or upgraded roads (refer to Chapter 2)
- Demographic, labour force, employment and industry data from:
  - Australian Bureau of Statistics 2016 Census QuickStats
  - Tourism Research Australia visitor surveys
  - Northparkes Mine 2016 report
  - Department of Planning and Environment population projections
  - Destination NSW tourism information
- Development of a profile of existing geographic areas and social infrastructure that may be impacted by the proposal

- Relevant local, State and Commonwealth Government policy and strategic documents
- Previous assessment and studies undertaken in relation to similar or comparable infrastructure projects
- Review of issues and comments raised through the consultation and communication activities undertaken for the proposal
- Key transport and travel patterns from the traffic, transport and access impact assessment included as Appendix D of the Parkes Bypass REF.

Targeted business surveys were carried out between 17 July 2017 and 4 August 2017 with 105 local businesses throughout Parkes, due to comments raised during the *Have Your Say* session about the loss of passing trade (refer to Appendix B for the survey results). The businesses were selected based on their likely reliance on passing-trade, such as restaurants and cafés. The surveys were used to understand:

- The types of businesses in Parkes, the type of customers they receive and perceived degree to which businesses rely on passing trade
- Potential seasonal variations in business and the factors that impact daily trade
- The perceived impact that the proposal would have on business and trade in Parkes
- Potential strategies to minimise the proposal's impact on local business.

Following this, intercept (stopper) surveys were carried out between 22 July 2017 and 28 July 2017 in several locations in Parkes, including at the town centre, the Dish, the hockey sports centre and at businesses along the Newell Highway. During these surveys, 75 people were approached (and stopped) and asked a series of questions to supplement the business survey (refer to Appendix B for the survey results). The purpose of the stopper surveys was to:

- Understand the attitudes of the people in Parkes including their reason for being in Parkes, length of their stay, activities undertaken during their stay, money spent in the community during their stay, and potential for coming back to Parkes in the future
- Understand potential changes in stopper behaviour once the proposal is operational
- Ask for recommendations to encourage stoppers to continue to visit Parkes after the bypass is operational.

Further insight to understand wider social and community issues and values was gained from the stakeholder and community consultation carried out for the proposal that included:

- The initial consultation carried out in 2015 to support development of the Newell Highway Strategy (refer to Table 5.2 in the main REF)
- Ongoing and regular discussions with key Government agencies and stakeholders (refer to Table 5.4 in the main REF) including:
  - Parkes Shire Council
  - Emergency services
  - Parkes Golf Course
  - Parkes Chamber of Commerce
  - Bus and taxi operators
  - Northparkes Mines
  - Directly-affected landowners
- The results of the *Have Your Say* survey carried out by Roads and Maritime between December 2016 and March 2017 that were discussed in the *Parkes Bypass Community Consultation Report* (Roads and Maritime, 2017).

## 1.4.2 Assessment and evaluation approach

An assessment of socio-economic impact has been carried out using the guidance provided in the Environmental Impact Assessment Practice Note – Socio-economic assessment (Roads and Maritime, 2013) updated in draft in 2018 to assess significance.

The level of impact significance was assessed by considering the **sensitivity** of the existing socio-economic environmental values and the **magnitude** of the proposal's impact on these values.

### **Sensitivity**

Sensitivity refers to the qualities of the existing socio-economic environment that influence its resilience to change and capacity to adapt. For example, qualities that contribute to the level of sensitivity include:

- Amenity such as noise levels, visual quality, and air quality
- Demographic composition and patterns
- Economic activity and types of industry and/or businesses present, including their reliance on passing trade
- Connectivity and access
- Property and land use types and known future changes (e.g. re-zoning)
- Community values
- Community cohesion
- Level of community concern.

Judgement was used to determine the level of sensitivity of an area. This was based on the general guidance that 'negligible' sensitivity indicates that the socio-economic environment or aspect contains little or no value. 'High' indicates a socio-economic environment or aspect with highly desirable qualities (perceived or otherwise) that would be vulnerable to any change.

### **Magnitude**

Magnitude refers to the scale, duration, intensity and scope of the proposal including how it will be carried out and operated. Qualities of magnitude include, but are not limited to:

- Physical scale and intensity (the types of works, operational uses and built form)
- Spatial extent (e.g. local, suburb, regional, State, community groups)
- Duration (short, medium or long-term, hours of works, frequency, reversibility).

Judgement was used to determine the level of magnitude. This was based on the general guidance that 'negligible' magnitude indicates that the scale, duration, intensity or scope of the proposal would be inconsequential. 'High' indicates a proposal characterised by substantial scale, duration, intensity or scope.

### **Overall ratings**

In assessing the level of impact significance, consideration was given to:

- The range of potential direct and indirect impacts that are likely to occur during the proposal's construction and operation
- The proposal's cumulative impact with other committed and approved projects taking place at the same time in the local area
- Whether potential impacts would be positive, negative or neutral.

The overall ratings were based on the combination of the environmental sensitivity and impact magnitude as described in Table 1-2.

Table 1-2 Socio-economic impact ratings

		Magnitude			
		High	Moderate	Low	Negligible
Sensitivity	High	High	High-moderate	Moderate	Negligible
	Moderate	High-moderate	Moderate	Moderate-low	Negligible
	Low	Moderate	Moderate-low	Low	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

Source: Roads and Maritime, 2018

### 1.4.3 Assumptions and limitations

The following assumptions and limitations are noted in preparing this assessment:

- This desktop assessment draws on publicly available data and information provided by Roads and Maritime and Parkes Shire Council. Technical investigations undertaken by third parties were accepted as accurate, although it is acknowledged that older studies may not reflect the current situation in Parkes
- The assessment draws on the findings of business and stopper surveys conducted throughout Parkes in July and August 2017. A survey report is included as Appendix B of this assessment. These business and stopper surveys were conducted due to the community raising concern about passing trade, east-west connectivity and access to Parkes Christian School during the community consultation following display of the strategic concept design. The business and stopper surveys collected a snapshot of feedback from participating businesses and visitors to provide insight into community sentiment and behaviours. They are limited by the number of surveys carried out, the time of year the surveys were undertaken, and the survey locations as described in Appendix B. As such, they do not have any statistical significance. Nonetheless, they can be used anecdotally. Further consultation would be carried out in publicly displaying the REF and during the development of the detailed design to capture any changing feelings, perceptions and sentiments in Parkes.

## 2 Literature review

Two reports prepared for Roads and Maritime by the University of New South Wales on the economic evaluation of town bypasses (Parolin, 2011) reviewed the socio-economic impact of highway bypass projects undertaken since 1994. Its focus was on understanding longer-term economic impacts to towns and the adaptation in communities in response to bypasses. The report recommended smaller towns engage in pre- and post-bypass planning to mitigate against potential adverse economic effects, a recommendation that has been adopted for this proposal.

The report also highlighted that Government authorities undertaking bypass projects should consider the town population size, location and economic nature as part of the planning and design processes.

The review concluded:

*“...the social impacts of a highway bypassed on a bypassed community are generally very positive; there is a perception on the part of residents and businesses in bypassed communities that the bypass is very important to the quality of life in their communities and to the environmental amenity of their communities”.*

The key findings of the report were:

- Any impacts experienced were generally short-term with recovery happening in the longer-term once the bypass was established
- Overall retail sales tended to not be significantly affected in bypassed communities with a tendency for a minor increase in sales in the non-highway-related sector and a minor decline in sales in the highway-related sector
- Economic impacts of the towns investigated tended to be minimal and short-term
- There were economic and social benefits for towns that have been bypassed
- The three main indicators of economic change in a town post being bypassed were population size, economic base and distance from larger economic centres:
  - Small towns (less than 2,500 people) were more at risk of adverse economic impacts
  - Towns with a high dependency on highway-generated trade were more at risk of adverse impacts than those with a low dependency on highway-generated trade
  - Distance from a larger centre has a varying effect. In some studies, those close to a larger centre were more likely to be bypassed by passing motorists who could quickly access the larger town. In other cases, large distance from an economic centre was a hindrance to economic growth post-bypass.

### 2.1 Success factors

The following themes emerged through the report as common success factors for bypassed towns that had avoided adverse economic impacts over the long term.

- Brand identity and signage. Communities and business districts that have a strong identity as a destination for visitors, or local shoppers, are the ones that are most likely to be strengthened due to the reduction in traffic delays through their centres. However, there is also a broad perception that adequate signage to the bypassed business centre is important to ensure people continue to visit and shop (Parolin, 2012)
- Strong base. Communities that are, and historically have been, a regional trading centre notice less negative impacts than those that are not (Handy, *et al*, 2000, cited in Parolin, 2012, and Chase and Gustafson, 2004, cited in Parolin, 2011)

- Highway service centre. The single most direct impact on employment in a bypassed town in Australia is the establishment of a highway service centre. These can offset employment losses in highway dependent businesses in the town (KCERC, 2004 and ARUP, 2005, cited in Parolin, 2012). However, service centres can also have some negative impacts as travellers tend to stop at these more convenient locations rather than detour into a town (Parolin and Garner, 1996 and ARUP, 2005, cited in Parolin, 2012)
- Design of the bypass. The greater the distance to the town from the bypass the less likely traffic will be to stop in the town (Sivamakrishnan and Kockelman, 2002 and Handy *et al*, 2000, cited in Parolin, 2012).

## 2.2 Risk factors for adverse impacts

The literature review identified the key risk factors that could make a bypassed community more vulnerable to negative impacts (Rowe and Phibbs, 2005, cited in Parolin, 2012):

- Small township populations (less than 2,500 people)
- Remoteness from other larger centres and no outside economic linkages
- A high dependency on passing and highway-generated trade
- Low urban design quality
- Existing community issues focussed on unemployment and low-paid workforce.

## 2.3 Community response opportunities

The literature review identified communities that recover more quickly and successfully from the impacts of bypasses are those which have a diverse economy and implement various mitigation strategies as part of planning and preparation for the bypass. These actions could be undertaken by local and State Government, by business groups or other community organisations, and include but are not limited to:

- Improving the town centre or main street through beautification initiatives, traffic calming, economic development plans, and parking improvements
- Working with the Chamber of Commerce to develop business plans and run workshops for business owners to help them prepare for the bypass, and respond to its impacts
- Working with local businesses and Council to provide infrastructure at bypass interchanges to attract business
- Working with local Government to appropriately zone the land to encourage complementary rather than competitive development
- Develop a community vision for integrating the bypass into the local environment.

## 2.4 Implications for Parkes Bypass

The Roads and Maritime literature review shows that while the greatest perceived economic impacts before town bypasses are built is the fear of the loss of passing trade, long-term adverse economic impacts are seldom experienced. Overall, the reviewed literature concluded that despite negative perceptions commonly held by residents and businesses “...the social impacts of a highway bypass on a bypassed community are generally very positive” (Parolin, 2012).

In support of the proposal, Parkes compares favourably to the findings, and success and risks factors described in the 2012 study. Specifically:

- **Parkes has a population base of 15,450 people**, substantially higher than the small towns (less than 2,500 people) identified as being at higher risk of adverse impacts
- **Parkes provides services and resources** such as medical centres, doctors, and larger supermarkets for the population of several smaller surrounding towns including Peak Hill and Condobolin
- **Parkes has a diverse economic base and identity.** While the economy of Parkes benefits from highway trade and tourism given its unique local attractions, such as the Dish and the Elvis Festival, it also has a diverse local economy with many businesses including copper and gold mining, agriculture, logistics and warehousing, education, and retail. It also provides a range of core services for the surrounding communities in terms of schools, medical facilities and major retailers. Anecdotally, 52 per cent of the surveyed businesses in Parkes reported that they receive less than 10 per cent of their trade by this means (refer to section 2.3.1 of Appendix B).
- **Parkes is more than four hours' drive from larger economic centres** such as Canberra (293 km), Sydney (356 km), Melbourne (712 km) and Brisbane (971 km). While Parkes is located on the Newell Highway between Melbourne and Brisbane the distances from these centres do not make it a logical overnight stop in this context. However, it is an important overnight stop regionally due to its location between Dubbo (125 km, population: 41,000) and Forbes (33 km, population: 7,500). Anecdotally, 55 per cent of the stopper survey responses said they planned to stay for more than one night in Parkes (refer to section 3.4.5 of Appendix B)
- **The bypass alignment would be built no more than two kilometres from the town centre.** It would therefore only take a small amount of time to travel in to Parkes from the new bypass, with people being able to easily re-join the highway
- **Parkes has a comparable level of employment and a slightly lower average income** at five per cent less than the north-west region (refer to section 3.7.1) meaning that there are no distinct existing community issues often associated with being vulnerable to being bypassed.



## 3 Existing socio-economic environment

### 3.1 Geographical description of study area

Parkes is centrally located in NSW. As such, it provides access to markets across the east coast of Australia and it is estimated that 80 per cent of the Australian population is within a 12-hour drive of Parkes.

Parkes is located within a thriving agricultural region and is a major employer. A key employer locally is the Northparkes gold and copper mine, located 27 kilometres to the north of the township. It has a licence to operate until 2032. The Parkes town centre provides a hub for residents and industries and hosts a range of retail, regional government provided and commercial services.

Tourism in Parkes has continued to develop in recent years with the annual Elvis Festival in January attracting more than 20,000 visitors, and other smaller festivals also growing in recognition. The Commonwealth Scientific and Industrial Research Organisation (CSIRO) Parkes Observatory, known as the Dish, is located 20 kilometres north of the town, and is a domestic and international tourist attraction.

Anecdotally, Parkes has traditionally benefitted from being a stopping place or rest break on the Newell Highway for long distance travellers.

Figure 1-2 shows the assessment study area, which is defined by the Parkes Statistical Area Level 2 boundary.

### 3.2 Regional strategies and plans

In 2017, Regional Development Authority Central West released the Regional Planning Framework (2017–2020) which highlights opportunities for the future development and growth of Parkes. The following summarises the Framework's strategies to leverage off Parkes' position at the intersection of two major railway lines and the proposed Inland Rail network:

- Parkes is a consolidation point for rail traffic to and from Perth, Melbourne, Adelaide and Sydney. The Inland Rail project offers an opportunity to promote Parkes as a centre for freight consolidation and distribution. This would have flow-on benefits for producers to streamline export freight, improve access to ports, and minimise costs
- The Parkes National Logistics Hub is a special enterprise area to the west of Parkes specifically developed as a multi-modal freight and transport interchange. The hub would act as a key interface between road and rail transport complementing both the upgrade of the Newell Highway and the construction of Inland Rail
- Efficient intermodal terminals provide industry in the area with opportunities for large producers to switch freight modes, and for smaller producers to use road and rail transport more effectively and efficiently.

### 3.3 Parkes Shire Policy and strategies

This section reviews relevant policies, strategies and plans prepared by Parkes Shire Council.

#### 3.3.1 2030+ Community Strategic Plan

The Parkes Shire Community Strategic Plan (CSP), reviewed and updated in 2017, outlines the vision for the future development of Parkes Shire to 2030:

*In 2030, Parkes Shire will be a progressive and smart regional community embracing a national logistics hub with vibrant healthy communities.*

The CSP identifies the following eight key future directions for achieving this vision:

- Develop lifelong learning opportunities
- Improve health and wellbeing
- Promote, support and grow our communities
- Grow and diversify the economic base
- Develop Parkes as a national logistics hub
- Enhance recreation and culture
- Care for the environment in a changing climate
- Maintain and improve the Shire assets and infrastructure.

The CSP recognises the potential western bypass of Parkes, and potential opportunities to leverage economic benefits thereof, particularly with respect to the proposed National Logistics Hub. Specifically, the Plan notes that:

*Council must rely significantly on the assistance of other levels of Government to continue to develop as a National Logistics Hub. In a similar vein to growing its economic base, there are substantial social benefits to the wider community if key economic strategies are realised. These are linked through employment and the increase in services that closely follow development in these areas.*

The Parkes Bypass will help to support the CSP by providing a more efficient freight transport route through Parkes, and connecting to the Parkes National Logistics Hub, that would grow Parkes' economic base and development as a national logistics hub. The reduction of heavy vehicles in Parkes town centre due to the operation of the proposal would also enhance the recreation and culture in Parkes town centre.

### 3.3.2 Pedestrian and cycling access

The Parkes Pedestrian and Cycling Strategy, prepared in 2016, identifies infrastructure improvements and programs to enhance opportunities and encourage pedestrian and cycling throughout the Shire. The strategy recommends a series of improvements that are assessed to have the greatest benefits to the municipal community.

The Strategy recognises that:

*Travel patterns are dispersed across the Shire and the road network can become quite busy, particularly the Newell Highway and State Road network ... The Parkes Shire community is considered to have high car dependency for both work and leisure. Despite a high use of motor vehicles, many people choose to walk or ride to school and to other local destinations such as their local shops, cafes, club, post office and town swimming pool. Many residents value using 'human power' as a cheap and easy form of transport...*

The Strategy also outlines the following vision for pedestrian and cycling throughout Parkes:

*Parkes will be recognised as a bicycle and pedestrian friendly Shire, with quality paths and facilities which provide safe, convenient and enjoyable active movement experiences.*

The Strategy identifies that "conditions in Parkes (township) are ideal for walking and cycling", given the compact town centre, good provision of services, wide streets and comparatively low traffic volumes than other regional centres. Some areas of the Parkes town centre, the Parkes Railway level crossing, school zones and the Bogan Street Newell Highway crossing were identified as hazard areas. Consultation undertaken in preparing the Strategy identified that road safety and fear of traffic are the biggest deterrents to people cycling in Parkes and Peak Hill. Newell Highway traffic was identified as a dominant factor.

The Strategy notes that the existing pedestrian and cycle network in Parkes town centre is:

*...relatively good, however links to the industrial area and more isolate employment generators is patchy. Traffic along the Newell Highway presents a number of challenges for the Parkes community, particularly those wishing to cross Bogan Street in an east-west direction. The railway boom gate in town also presents a major barrier.*

The Strategy recognises opportunities to address footpath issues, introduce traffic calming, and provide wheelchair access measures in Parkes through the CBD Vibrancy Strategy (refer to section 3.3.3 and section 3.3.5).

The strategy also seeks to provide improved infrastructure to enhance safety and opportunities for pedestrian and cyclist travel including shared paths, sealed shoulders, dedicated bicycle lanes, pedestrian refuge islands (particularly on Bogan Street/Newell Highway), marked zebra crossings in low-speed areas, raised pedestrian crossings, and signalised crossings and over/underpasses. Additionally, the Strategy notes that improvement could be made to routes to and from Parkes High School and Parkes Public School.

### 3.3.3 Amenity in Parkes town centre

The Vibrancy Strategy, prepared in 2016, recognises that, as the main centre for the Shire, Parkes town centre is an important meeting place that has a regional catchment that includes Condobolin, Canowindra, Forbes and Peak Hill. The Strategy identifies projects and tasks to be delivered in the next four to 10 years to enhance vibrancy and activation of the Parkes town centre.

The Strategy outlines a series of objectives, including:

- Providing new streetscape improvements to town centre approaches and streets lacking appeal/activity
- Developing strategies with property owners, real estate agents and shop proprietors to improve building appearance and create vibrant shop fronts.

The Strategy area includes street frontage on the western side of the Newell Highway where it passes through the town centre.

### 3.3.4 Agricultural opportunities

Parkes Shire Council notes in their 'Economic Pillars' (Parkes Shire Council, 2016) that recent developments in sustainable farming techniques have positioned Parkes at the forefront of innovation in the sector. There are opportunities for smaller boutique processing and packaging operations to service specific markets such as bottling and stock feeding. The strong transport links in the region also make Parkes an attractive location for storage and distribution operations in the agricultural sector.

### 3.3.5 Tourism and visitors

Parkes Shire Council has identified the tourism and visitor markets as “potentially the greatest sources of increasing the customer base for the... [town centre]”. The CBD Vibrancy Strategy aims to “inject new vibrancy into the public spaces and the built form to cater to the needs of tourists and other visitors”.

This Strategy notes that:

*“The relocation of the Newell Highway from Clarinda Street to Bogan Street in the late 1990s has made a significant positive difference in removing heavy vehicle traffic out of the main pedestrian activity areas of town. The Main-street beautification works have helped to calm traffic speed and have achieved safer pedestrian conditions in the retail centre. The balance between motor vehicle traffic and pedestrians in the retail centre of the Parkes [town centre] is quite good.*

*Currajong and Bogan Streets run perpendicular to the Main-street and contribute to a strong circulatory street network offering a variety of routes into and around the [town centre]. However, the dominance of highway traffic along Bogan Street (the current Newell Highway) hampers access into the [town centre] from the west.....some streets in the [town centre] and intersections provide too much priority to motor vehicle traffic and are not as pedestrian friendly as they should be. These same streets feel wide and barren and business looks as if it is operating at a slower pace than the retail centre.”*

## 3.4 Government transport strategies and plans

This section describes relevant transport-related strategies and plans, which help define the socio-economic need for the proposal.

### 3.4.1 Newell Highway Corridor Strategy

The Newell Highway Corridor Strategy was prepared in 2015 by Transport for NSW and Roads and Maritime (Transport for NSW, 2015). It sets out the objectives, current performance and issues in managing the Newell Highway corridor over the long term. This includes an aim for the increased use of the highway by Higher Productivity Vehicles (HPV, which include double road trains, B-triples, and AB triples). The strategy also includes solutions to improve the safety, infrastructure, and traffic along the highway in the future.

The Parkes Bypass is included as a short-term priority in the strategy as it would avoid two level crossings and three intersections which currently prevent HPVs (including PSC3a vehicles up to 36.5 metres in length) from using this section of the Newell Highway. The Parkes Bypass would therefore form part of the solution to improve the productivity, efficiency and performance of the Newell Highway.

### 3.4.2 NSW Long Term Transport Master Plan

The NSW Long Term Transport Master Plan explains how transport challenges in NSW should be addressed over two decades to 2032 (Transport for NSW, 2012). A key aim of this plan is to provide essential access for regional NSW. This aim is supported by the proposal as it would improve the ability for vehicles to travel to, from and around Parkes safely and efficiently using the Newell Highway. The plan also prioritises the need to support an efficient and productive freight industry by making the Newell Highway suitable for PSC3a vehicles along its full length. This is supported by the Parkes Bypass, which will remove the current restrictions for PSC3a vehicles as described above.

### 3.4.3 Central West Regional Transport Plan

This plan was developed to supplement the NSW Long Term Transport Master Plan and to support the local transport needs and priorities for the Central West Region of NSW (NSW Government, 2013). One of the actions from this plan is to invest in the road network by focusing on improving safety, increasing accessibility and enhancing freight efficiency. The Parkes Bypass is aligned with this action as it would remove heavy vehicles passing through Parkes town centre which directly improves safety, accessibility and freight efficiency.

### 3.4.4 NSW Road Safety Strategy 2012–2021

This strategy is to reduce the annual deaths and serious injuries from road crashes by at least 30 per cent by 2021 and identifies various ways to achieve this aim (Transport for NSW, 2012). The proposal is relevant to two key aims of the strategy:

- Elevate road safety across the design, construction and maintenance of the road network – the design of the Parkes Bypass will be made suitable for PSC3a vehicles unlike the existing Newell Highway through Parkes which requires PBS3a vehicles to go around tight 90-degree bends
- Highlight the need for greater respect and improved interactions among road users – the Parkes Bypass would divert heavy vehicles away from the town centre, making it easier for cyclists, pedestrians and cars to travel through the town centre as well as for heavy vehicles to transport freight efficiently without interacting with other road users.

### 3.4.5 NSW Freight and Ports Strategy

The NSW Freight and Ports Strategy was developed to guide the decisions and investments in the freight and logistics network over 20 years (Transport for NSW, 2013). The proposal supports this strategy by:

- Improving the movement of freight
- Bypassing the 90-degree bends in Parkes by creating a new road outside of Parkes town centre
- Improving the productivity of the road and freight network by improving heavy vehicle efficiency.

## 3.5 Land use

The land use across the study area comprises a mixture of:

- Built environment capturing various retail, residential, industrial and commercial land uses in Parkes township
- Transport infrastructure in the form of the existing Newell Highway and the two major rail lines, the Broken Hill rail line from Sydney to Perth and the Parkes-Narromine rail line, which is soon to form a section of the proposed Melbourne to Brisbane Inland Rail Primary production agricultural land, including Crown Land in the form of a travelling stock route (TSR)
- Limited remnant native vegetation in the form of Western Grey Box and White Box woodland.

### 3.5.1 Land use zoning

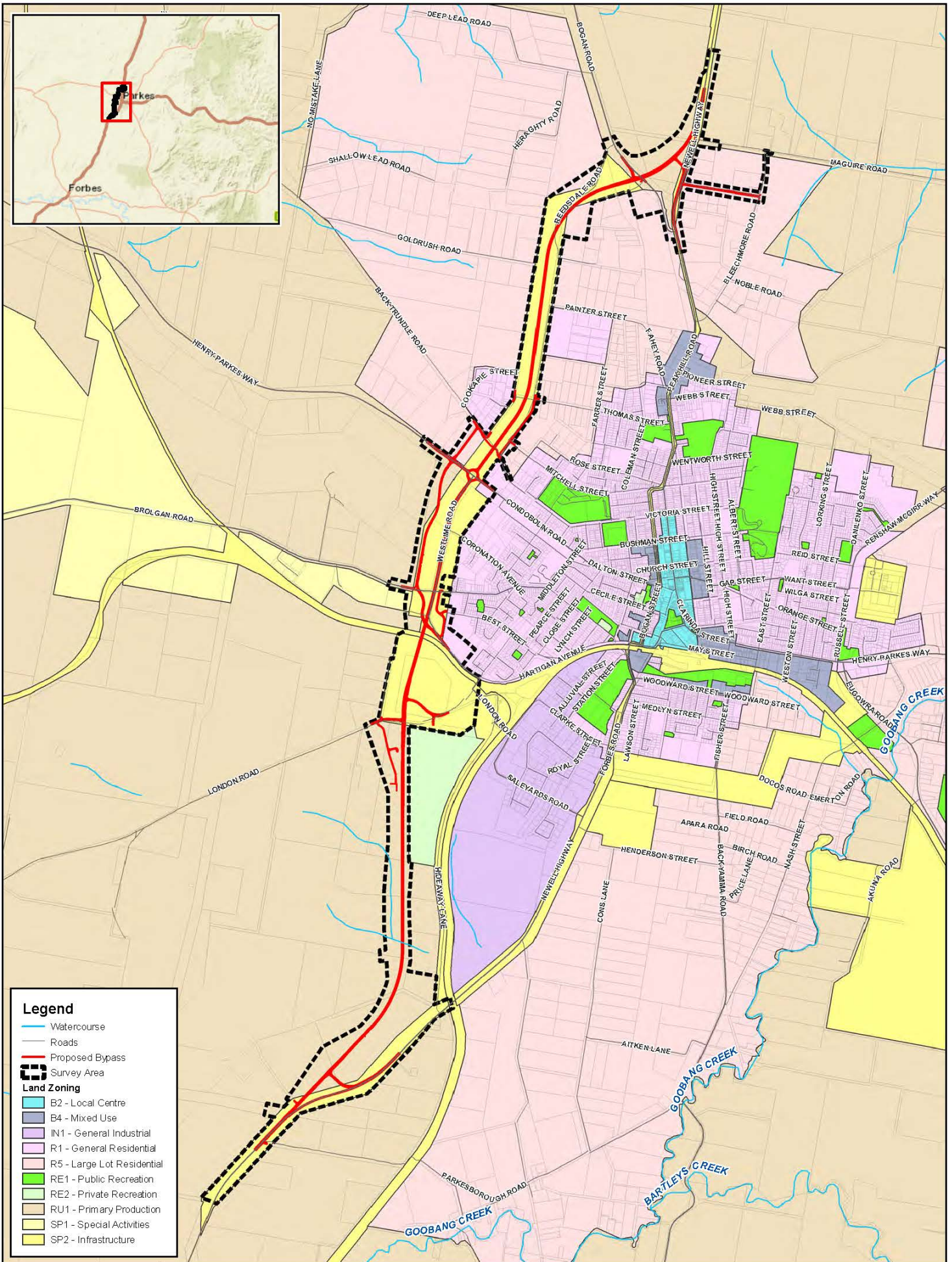
The proposal is located within the Parkes Shire local government area (LGA). Local development control, and land use zoning and planning in the LGA is governed under the respective LEP and supporting development controls plans (DCPs). Table 3-1 identifies the land use zoning within the extent of the study area impacted by the proposal footprint.

Table 3-1 Key land use zoning within the study area and proposal footprint

Land use zone	Extent	Zoning objectives
<b>Proposal footprint</b>		
SP2: infrastructure	Applies to the existing Newell Highway corridor and the Broken Hill and Parkes to Narromine rail lines	<ul style="list-style-type: none"> <li>• Provide infrastructure</li> <li>• Prevent development that is not compatible with or that may detract from the provision of infrastructure.</li> </ul>
RU1: primary production	Covering most of the proposal footprint	<ul style="list-style-type: none"> <li>• Encourage sustainable and a diversity of primary industry production and enterprises by maintaining/enhancing natural resources</li> <li>• Minimise land fragmentation</li> <li>• Minimise land use conflict</li> <li>• Minimise development-related visual impacts</li> <li>• Provide recreation/tourist activities that support agricultural/environmental/land use conservation.</li> </ul>
<b>Adjacent land</b>		
RE2: private recreation	Parkes Golf Course	<ul style="list-style-type: none"> <li>• Enable land to be used for private open space or recreational purposes</li> <li>• Provide a range of recreational settings and activities and compatible land uses</li> <li>• Protect and enhance the natural environment for recreational purposes.</li> </ul>
SP1: special activities	West of the proposal footprint to the south of Brolgan Road	<ul style="list-style-type: none"> <li>• Provide for special land uses that are not provided for in other zones</li> <li>• Provide for sites with special natural characteristics that are not provided for in other zones</li> <li>• Facilitate development that is in keeping with the special characteristics of the site or its existing or intended special use, and that minimises any adverse impacts on surrounding land</li> <li>• Recognise the Parkes “Hub” as a special industrial enterprise area</li> <li>• Provide suitable land for a national multi-modal freight and transport interchange</li> <li>• Encourage the growth of the freight logistics industry and provide economic benefits for Parkes.</li> </ul>
R1: general residential	East of the proposal footprint to the north and south of Brolgan Road	<ul style="list-style-type: none"> <li>• Provide for the housing needs of the community</li> <li>• Provide for a variety of housing types and densities</li> <li>• Enable other land uses that provide facilities or services to meet the day to day needs of residents</li> <li>• Provide attractive, affordable, well located and market-responsive residential land</li> <li>• Ensure that any non-residential land uses permitted within the zone are compatible with the amenity of the area</li> <li>• Ensure that housing densities are broadly concentrated in locations accessible to public transport, employment, services and facilities.</li> </ul>

Land use zone	Extent	Zoning objectives
R5: large lot residential	Either side adjacent to the northern section of the proposal footprint	<ul style="list-style-type: none"> <li>• Provide residential housing in a rural setting while preserving, and minimising impacts on, environmentally sensitive locations and scenic quality</li> <li>• Ensure that large residential lots do not hinder the proper and orderly development of urban areas in the future</li> <li>• Ensure that development in the area does not unreasonably increase the demand for public services or public facilities</li> <li>• Minimise conflict between land uses within this zone and land uses within adjoining zones.</li> </ul>

Figure 3-1 shows the LEP land use zoning over the study area.



- Legend**
- Watercourse
  - Roads
  - Proposed Bypass
  - Survey Area
- Land Zoning**
- B2 - Local Centre
  - B4 - Mixed Use
  - IN1 - General Industrial
  - R1 - General Residential
  - R5 - Large Lot Residential
  - RE1 - Public Recreation
  - RE2 - Private Recreation
  - RU1 - Primary Production
  - SP1 - Special Activities
  - SP2 - Infrastructure

Map: 2270437A_GIS_016_A3	Author: Naiken, David		
Date: 30/08/2018	Approved by: See, Isabella		Coordinate system: GD A 1994 MGA Zone 55 Scale ratio correct when printed at A3

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**Parkes Bypass  
Figure 3.1  
Land Zoning**

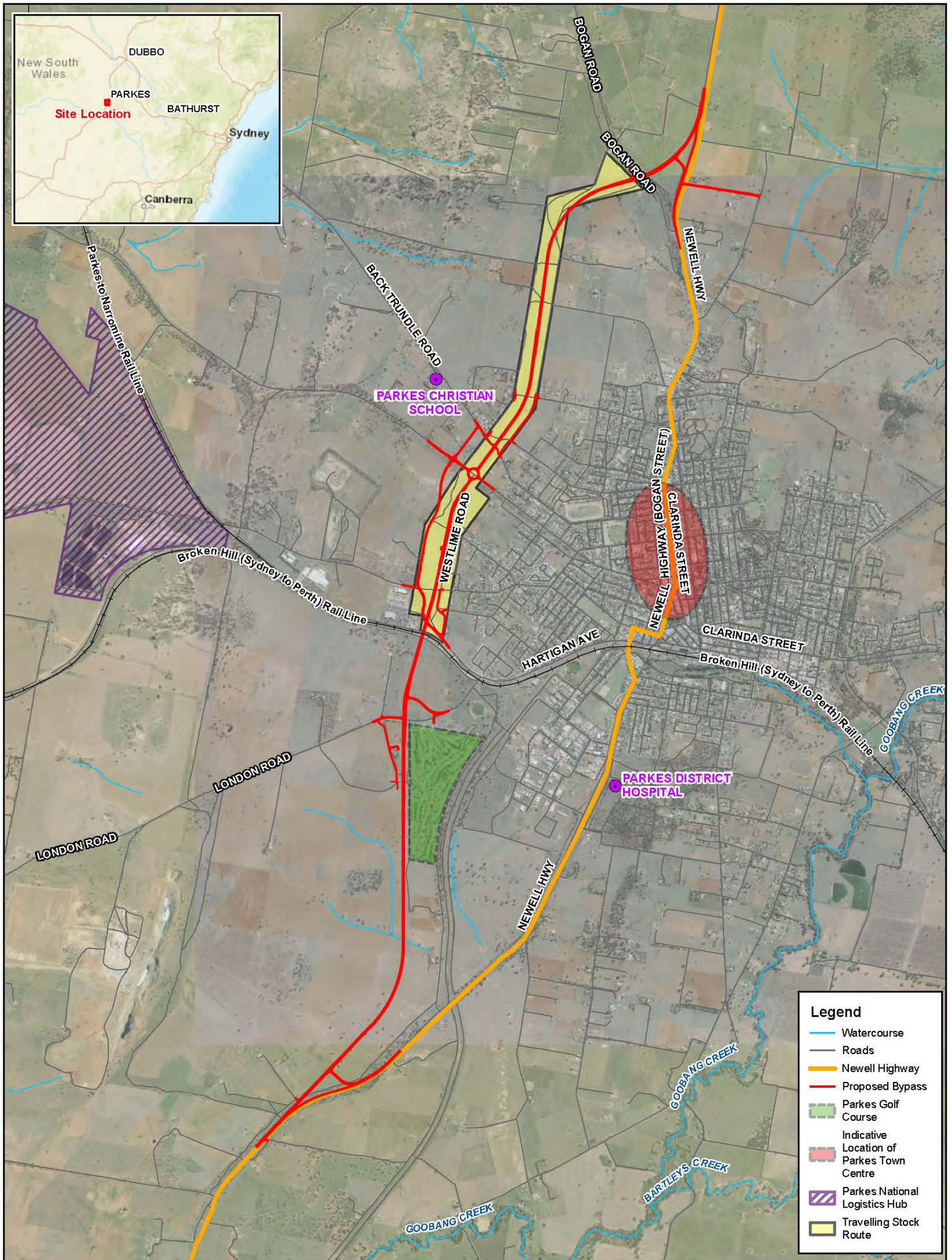


## 3.5.2 Key land uses

Table 3-2 describes the current key land uses within and next to the proposal footprint as shown on Figure 3-2.

Table 3-2 Key land uses within the study area and proposal footprint

Land Use	Description
Travelling stock route	A strip of land on which livestock can be walked from one location to another. It runs north-south generally from Bogan Road to London Road, west of Parkes town centre.
Parkes Golf Course	A championship standard golf course located on London Road, which is directly south of the proposed footprint. The golf course is managed by Parkes Golf Club and includes a golf shop, wedding/function room and outdoor dining facilities.
Existing Newell Highway	A key north-south inland highway that runs between Victoria, New South Wales and Queensland and is heavily used by freight vehicles as part of the federal national land transport network.
Parkes National Freight Hub	The Parkes National Freight Hub was established in 2006 by Parkes Shire Council. It comprises 516 hectares of land zoned as SP1 Special Activities under the Parkes LEP for the development of a multi-modal transport facility. It currently comprises a small intermodal facility run by SCT Logistics. A larger intermodal facility is also proposed to be developed within the Parkes National Freight Hub by Pacific National to facilitate the double-stacking of containers.
Broken Hill (Sydney to Perth) and Parkes-Narromine rail lines	The Parkes to Narromine rail line runs north-south, is used by freight trains and would be upgraded as part of the Inland Rail Parkes to Narromine project. The Broken Hill (Sydney to Perth) rail line is associated with the Main Western line that runs east-west from Sydney to Perth via Broken Hill. Both rail lines are suitable for trains up to 1,800 metres in length that are stacked with two layers of freight containers.
Parkes Christian School	A non-denominational Christian School, which provides schooling for children from kindergarten to Year 12. It is located on Back Trundle Road in a rural setting west of Parkes town centre.
Parkes District Hospital	A small public hospital located on Morrissey Way, Parkes. It has an emergency department and ambulances that service the local region.
Agricultural land	As discussed in Section 3.7.3, the agricultural sector in Parkes mainly comprises sheep grazing and the production of grain crops, such as wheat and barley. The land west of the proposal footprint is generally comprised of agricultural grazing land.
Parkes town centre	Section 3.7 provides further detail on the businesses and commerce within the township while section 3.8 describes the social and recreational facilities in the and section 3.9 describes the community infrastructure.



**Legend**

- Watercourse
- Roads
- Newell Highway
- Proposed Bypass
- Parkes Golf Course
- Indicative Location of Parkes Town Centre
- ▨ Parkes National Logistics Hub
- Travelling Stock Route

Map: 2270437A\_GIS\_012\_A4\_A Author: Naiken, David  
 Date: 30/08/2018 Approved by: Z. McLaughlin



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 Scale ratio correct when printed at A3



**Parkes Bypass**  
**Figure 3.2**  
 Key Surrounding Land Uses

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## 3.6 Demographic characteristics of the local and regional community

At the time of the 2016 Census, the population of the Parkes township was 10,983 persons residing in 4,924 dwellings. The population of Parkes Shire was 14,608 of which the town of Parkes makes up 75.18 per cent. Population growth across the Shire is expected to remain relatively static (between 0.1 per cent and 0.2 per cent) to reach a total population of 15,700 residents by 2036 (Department of Planning and Environment, 2017).

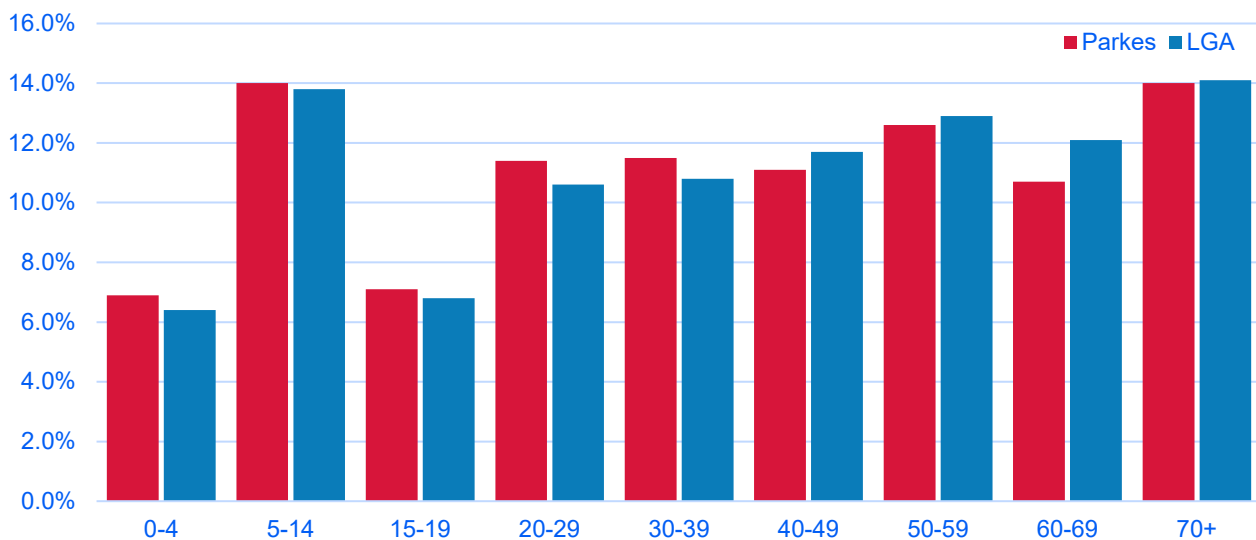
Existing study area residential population density is significantly lower to the west of the proposal alignment compared with the population concentrated in the central township area.

Migration data collected in the 2016 Census were unavailable at the time of writing. However, at the time of the 2011 Census, 54.9 per cent of residents in Parkes Shire were living in the same dwelling as they were five years previously. This is higher than the Australian average of 51.2 per cent. Of the 31.1 per cent of Shire residents who had moved in the previous five years, more than half (16.1 per cent of total residents) had moved from elsewhere within the Shire. This indicates a comparatively low-rate of population mobility than the national average, which suggests the community is relatively stable.

ABS data are reported in this section. Where Parkes town centre is discussed it relates to the ABS level 2 statistical area shown in Figure 1-2. Parkes Shire LGA statistical area is referred to for comparison as is the Central West region which covers the ABS level 4 statistical area. Occasionally, comparisons have been made to the ABS data covering the State or Australia.

### 3.6.1 Age profile

The median age of residents within Parkes town is 39 years, which is slightly lower than the Shire LGA median of 41 years. As can be seen in Figure 3-3, the age profile is consistent across the town and Shire with children aged 0–14 making up 20.9 per cent of the population compared to 20.2 per cent in the Shire, and persons aged over 65 being 19.1 per cent compared to 19.8 per cent within the Shire. In total, there are 946 persons within the Shire that require assistance with core activities.



Source: ABS, 2016

Figure 3-3 Age profile

## 3.6.2 Families and housing

Household composition within Parkes and Parkes Shire follows a consistent pattern of distribution. Families are the most common household type in the study area at about 68.3 per cent which is comparable to the Central West regional average of 68.5 per cent. Couples with children were the most prevalent type of family making up 40.1 per cent of households in the study area, which is comparable to the Central West regional average of 40.3 per cent both of which are slightly higher than the Shire at 39.7 per cent.

There are a notable number of single-parent households within the study area (20 per cent), which is slightly higher than both the Shire (18.7 per cent) and Central West region (17.1 per cent). In comparison, the percentage of single person households within the study area and Shire (both at 29.8 per cent) is slightly above the Central West regional average of 28.8 per cent.

Separate houses are the most common type of dwelling within the study area (88.3 per cent) and Shire (90.1 per cent), which is broadly similar to the Central West regional average of 88.8 per cent. As expected, there is a slightly higher percentage of flats and apartments in the study area (6.9 per cent) compared to the Shire (5.5 per cent) and Central West region (3.3 per cent). For reference, this is markedly lower than the State-average of 19.9 per cent.

Of the occupied dwellings, a lower percentage of people in the study area (33.4 per cent) own their properties outright compared to the Shire and Central West region (both about 37 per cent). Conversely, a slightly higher percentage of people rent in the study area (31.5 per cent) compared to the Shire (29 per cent) and the Central West region (27.9 per cent).

There are 217 dwellings classified as public housing across the Shire with the majority of these (200) being within the study area. This represents 0.04 per cent of total housing stock within the Shire.

Mortgage and rental stress is defined as any household paying 30 per cent or more of its imputable (representative) income on rent of mortgage repayments. 3.6 per cent of households within the study area and Shire are classified as experiencing mortgage stress while a proportionally higher number of households (10.2 per cent) experience rental stress in the study area and 8.8 per cent in the Shire, which reflects the lower number of rental properties in the latter. The level of mortgage stress is lower than the Central West regional average of 5.1 per cent, but the rental stress in the study area is higher than the Central West regional average of 9.4 per cent.

## 3.6.3 Culture and language

There were 1,068 people that identified as being either Aboriginal or Torres Strait Islander within the study area, which is notably lower than those that live in the Shire (1,463 people). Both the study area and Shire exhibit relatively homogenous populations with people being born in Australia representing 85.0 per cent and 84.5 per cent respectively.

Most people living in the study area and Shire were born in Australia (85 per cent). This is consistent with the Central West region (83.1 per cent) however far higher than the State average of 65.5 per cent. There is no one nation where the remaining 15 per cent of people living in the study area and Shire were born. For instance, 1.1 per cent of people living in Parkes were born in England, followed by 0.7 per cent who were born in the Philippines, 0.6 per cent in New Zealand, and 0.2 per cent in China and India.

As can be expected within places of low cultural diversity, the number of people in the study area where a non-English language is spoken at home is four per cent. While this is consistent with the Shire (3.8 per cent) and Central West region (4.9 per cent), it is markedly lower than the State-average of 26.5 per cent.

### 3.6.4 Education

About 47 per cent of people living in the study area and Shire have an education level of Year-12 and above. This is broadly consistent with the Central West regional value of about 50 per cent, however it is notably below the State-average of 62.4 per cent. Within the study area, Shire and Central West region, Year-10 is the most commonly completed level of schooling at between 16 and 20 per cent. By comparison, there is a far higher percentage of people within university educations in the State at 23.4 per cent.

### 3.6.5 Income and disadvantage

Drawing on data from the five yearly Census of Population and Housing, the Australian Bureau of Statistics (ABS) has developed the Socio-Economic Indexes for Areas (SEIFA) to rank areas in Australia according to relative socio-economic advantage and disadvantage.

The SEIFA Index of Relative Socio-Economic Disadvantage, measures the relative level of socio-economic disadvantage based on a range of Census characteristics. The index is derived from attributes that reflect disadvantage such as low income, low educational attainment, high unemployment, and jobs in relatively unskilled occupations. A lower score on the index means a higher level of disadvantage, relative to other statistical geographical areas.

In the case of Parkes, there is a greater level of relative disadvantage compared to the surrounding area and Central Western region.

### 3.6.6 Community participation

In 2016, about 23 per cent of people living in the study area participated in voluntary work, which is broadly similar to the participation in the Shire at 24.3 per cent and the Central West region at 22.4 per cent. This is higher than the percentage of voluntary work in the State at 18 per cent. This suggests that residents of Parkes Shire are more likely to actively participate and be engaged in their local community.

### 3.6.7 Travel behaviour and mobility

Given Parkes' location, people heavily rely on driving to and from work. About 77 per cent of people who live in the study area travel to and from work by car. This is slightly higher than the Shire where 71.2 per cent of people travel to work by car and the Central West region where 73.6 per cent of people travel to work by car. This may reflect that the people living in rural areas are employed in agricultural or similar types of employment reducing the need to travel to work. By comparison, about 65 per cent of people in the State travel to work by car, which is likely skewed by the relatively high provision of public transport in the major towns and cities. This can be seen in people's public transport travel behaviour, where only 0.5 per cent of people living in Parkes and the Shire use this mode of travel to work (compared to 0.8 per cent in the Central West region). This compares to the 16 per cent of people who travel to work by public transport across the State on average. Therefore, due to the low usage and frequency of public transport, the mobility of the residents in Parkes is largely reliant on cars and the road infrastructure that supports car use, as well as the availability of pedestrian and cycling infrastructure in Parkes town centre.

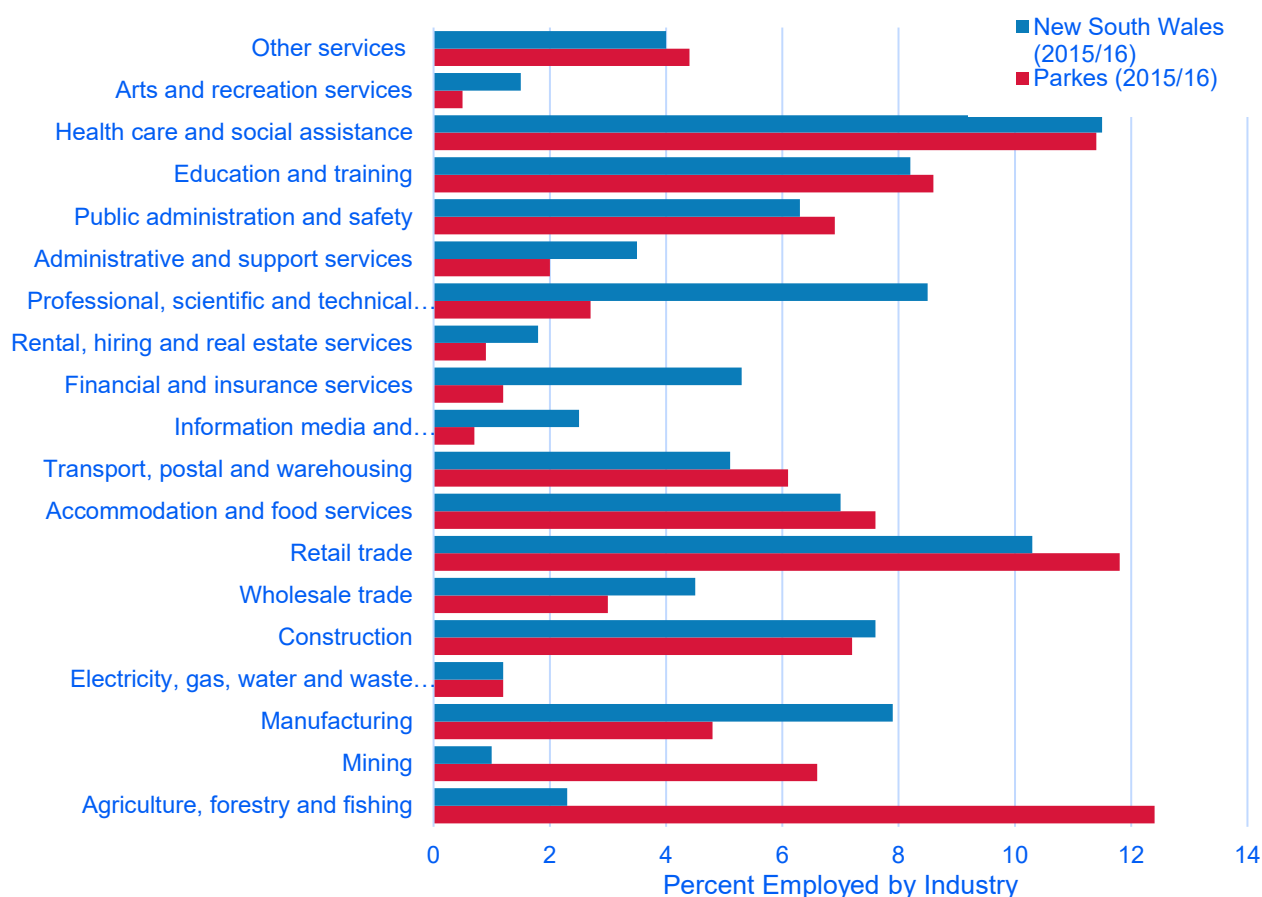
## 3.7 Economic characteristics of the local and regional community

### 3.7.1 Labour force, income and employment

Full-time and part-time employment in the study area, Shire, Central West region and State are all broadly similar around 58 per cent and 30 per cent respectively. Unemployment in the Parkes study area (7.2 per cent) and Shire (7.4 per cent) is slightly higher than the national average of 6.9 per cent. It is also higher than the Central West region average of 6/2 per cent and the State average of 6.3 per cent. Individual average weekly incomes in Parkes study area were \$579 in 2016. This was slightly higher than the individual average weekly incomes in the Shire at \$554 but below the Central West regional average of \$594. It is also notably below the State-average weekly income of \$664.

### 3.7.2 Business and industries

The top industries for employment in Parkes in 2015-16 were: healthcare and social assistance, agriculture, forestry and fishing, and retail trade (each at 11 per cent); education and training (nine per cent); mining (eight per cent); and accommodation and food services and public administration and safety (both seven per cent). Figure 3-4 shows the percentage share of industries of occupation in the Shire, and Central West region in 2016.



Source: ABS, 2016

Figure 3-4 Percentage share industry by occupation in Parkes and NSW

Of the 105 businesses surveyed in 2017 (refer to section 2.7.4 of Appendix B), 47 per cent supported, 32 per cent were unsure or ambivalent, and 21 per cent did not support the proposal

The key points raised from the stopper surveys were:

- 33 per cent of survey respondents identified tourism as their reason for being in Parkes (refer to section 3.4.1 in Appendix B)
- 28 per cent of survey respondents identified that they were visiting Parkes for an event (refer to section 3.4.1 in Appendix B)
- The greatest spend was on food services (84 per cent), accommodation (43 per cent) and retail (36 per cent, refer to section 3.5.3 in Appendix B)
- 35 per cent of respondents stated that they would probably use a bypass, 29 per cent stated they would visit Parkes, and 36 per cent were unsure (refer to section 3.7.2 in Appendix B).

### 3.7.3 Agricultural sector

The agricultural sector in Parkes mainly comprises sheep grazing and the production of grain crops such as wheat and barley. In 2010–11 the agricultural sector gross value of production (GVP) was \$173 million and it employed 878 people. This represented about 23 per cent of Parkes' total gross regional product (GRP).

Table 3-3 Agricultural GRP contributions (2010–11)

Commodity	\$, 2010–11 values	% of Total	Parkes Shire as % of New South Wales
Cereal Crops	105,908,794	61.2	3.0
Broadacre Crops	22,064,693	12.7	1.2
Nurseries and cut flowers	157,484	0.1	0.1
Crops for hay	4,070,088	2.4	1.4
Other fruit	1,103	0.0	0.0
Wool	21,545,247	12.4	2.5
Milk	50,112	0.0	0.0
Eggs	4,500	0.0	0.0
Livestock slaughters	19,279,088	11.1	0.6
<b>Agriculture – total value</b>	<b>173,105,326</b>	<b>100.0</b>	<b>1.5</b>

#### *Current agricultural land uses locally*

The majority of the proposal footprint is currently used for agriculture. Most of this comprises the TSR, where there is a retained legal right to move and temporarily graze stock during drought. TSRs may also be used for public recreation and conservation.

Given the relatively small impact of the proposal, no productivity data was gathered in the local area. Although the proposal includes land that would be severed by the proposal, making its continued use unviable, it would not affect farming activities given it would only be a strip acquisition on the property boundary.

### 3.7.4 Public sector

The public sector in Parkes (including public administration, education and healthcare) is a significant employer with about 28 per cent of jobs employed in these combined industries. Key employers include the Roads and Maritime Western Region Head Office, Department of Education, Centrelink, and Department of Children Services, which are all located within the heart of the town centre.

### 3.7.5 Mining

Mining employs about eight per cent of Parkes' workforce. Most people work at the Northparkes Mines, which is located on Bogan Road about 25 kilometres north-west of Parkes town centre. Northparkes Mines was given approval from the NSW and Commonwealth Governments to continue its operations until 2032 in 2014. It currently employs 342 staff on site (Northparkes Report, 2016), 271 of whom live in Parkes. Parkes Shire Council economic data confirm that the mining industry contributed \$169 million or 24 per cent of total GRP in the 2015–16 financial year.

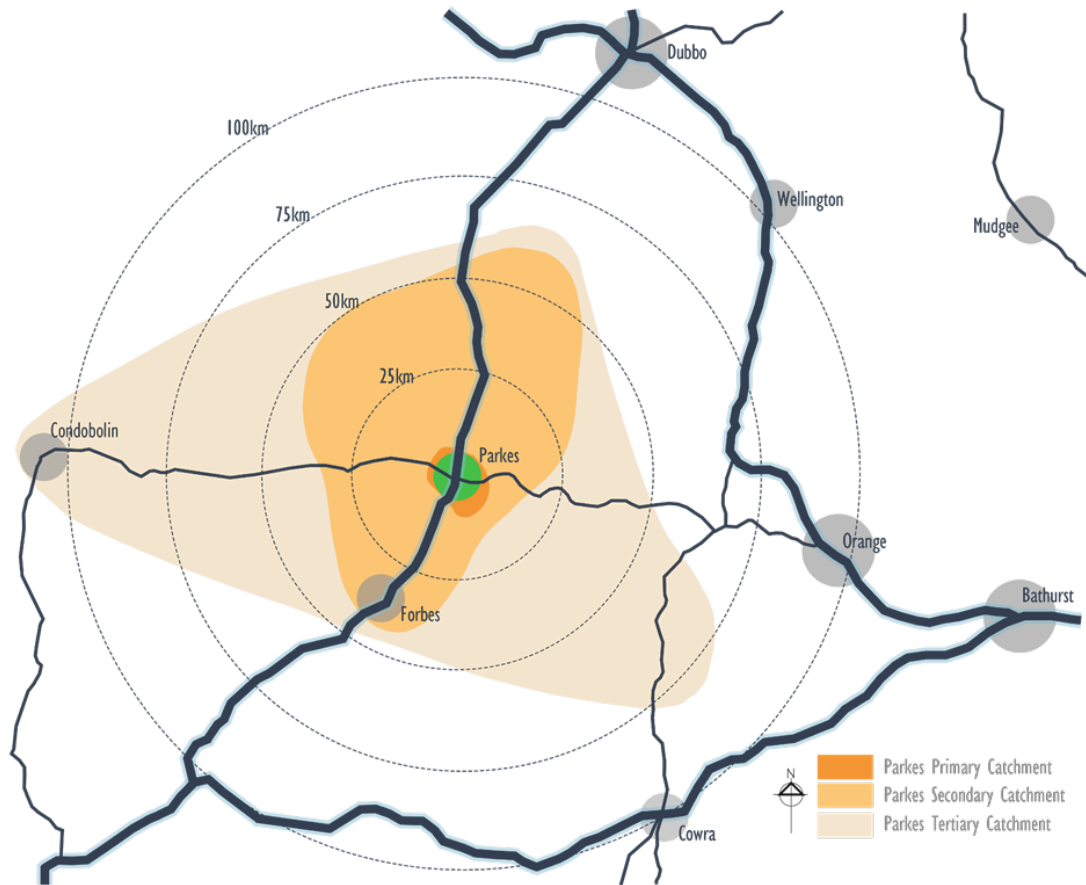
### 3.7.6 Retail

The retail sector in Parkes benefits from a large catchment area. It employed 766 people in 2015–16, which is about 12 per cent of the workforce employed within the Shire and it injected about \$39 million into the regional economy annually. Major retailers located within Parkes include Woolworths, Coles, Aldi, Target, Big W, Furniture One and Harvey Norman. The CBD Vibrancy Strategy (refer to section 3.3.3. and section 3.3.5) plans for the long-term viability of the town centre. The Strategy identifies three main retail catchments. These catchments have no relationship to the statistical catchments and levels described in previous sections. It describes the area, and therefore the distance people are willing to travel to Parkes to carry out their daily (primary catchment) or weekly (secondary catchment) shopping. It also covers the distances people are willing to occasionally travel (tertiary catchment) to shop in Parkes. People living in the:

- **Primary catchment** tend to use businesses that trade in household goods, provide away-from-home food and drinks and entertainment, and other community services
- **Secondary catchment** tend to use the major supermarkets (e.g. Aldi, Cunninghams, Coles, Woolworths) as well as local bakers and butchers
- **Tertiary catchment** tend to use the major retail such as Harvey Norman, Big W and Target.

This is not to say that people in each catchment only use the retailers as described. It does however help to describe likely shopping patterns and the customer-base for the business-types in Parkes.





Source: Parkes Shire Council

Figure 3-5 Parkes Town Centre catchment areas (source: Parkes Shire Council CBD Issues Paper) Council carried out a strength, weakness, opportunity and threat (SWOT) analysis of the Parkes town centre (CBD Issues Paper, 2016). Key pointers from this analysis relevant to the proposal have been summarised below.

Table 3-4 Summarised SWOT analysis for Parkes town centre, where directly related to Newell Highway upgrade

Strengths	Weaknesses	Opportunities	Threats
Large regional catchment area	Population in the region is currently stabilising.	Improve access to infrastructure technology (IT) and provide efficient freight transport provides the ability for businesses to manage multiple customers, products and services across a much broader area.	A stabilising population reduces potential for the Parkes town centre to grow under current conditions and business models.
Good balance between traffic and pedestrian needs (note: this excludes the Newell Highway section of Bogan Street which is recorded as providing a barrier to pedestrian movements)	No clear sense of arrival to the town centre.	Provide new streetscape improvements to town centre approaches.	Nearby commercial centres offering greater services and appeal which may start taking market share away from the Parkes town centre.

Strengths	Weaknesses	Opportunities	Threats
Bogan and Currajong Streets are attractive road environments	Poor connection of town centre to Newell Highway (Bogan Street).	Strengthen Cooke Park's role as a central park and link to the retail centre.	–
Cooke Park and the Civic Precinct are high quality precincts	Chamberlain Square is too small to operate as a significant pedestrian/town square space.	Expand the Civic Precinct.	–
Street trees provide shade, shelter, character and amenity	The Civic Centre Precinct and Cooke Park are disconnected from the town centre and are not quite achieving their full potential.	–	–
	There is a general lack of wayfinding signage and end-of-trip furniture and facilities at destination points.	–	–

### Passing trade

Passing trade is defined as the business generated from people who had no intention to stop and shop in an area or in a specific store. For Parkes, passing trade is generated by people who are travelling through the town centre on the Newell Highway. As such, the following business-types are likely to attract passing/highway-related trade:

- Accommodation (e.g. hotels, motels, caravan parks)
- Eateries (e.g. restaurants, cafes, fast food, take-away, pubs)
- Food stores (e.g. grocery and convenience stores)
- Other retail (e.g. gift shops)
- Arts and recreational services
- Service stations
- Automotive.

Most of these retailers are located along Bogan Street between Hartigan Avenue and Mitchell Street. However, they also include retailers within the wider extent of the study area.

The surveys described in Appendix B were carried out to understand how business and industry in Parkes may be impacted by the proposal. A key focus of the surveys was to assess the potential loss of passing trade caused by the proposal.

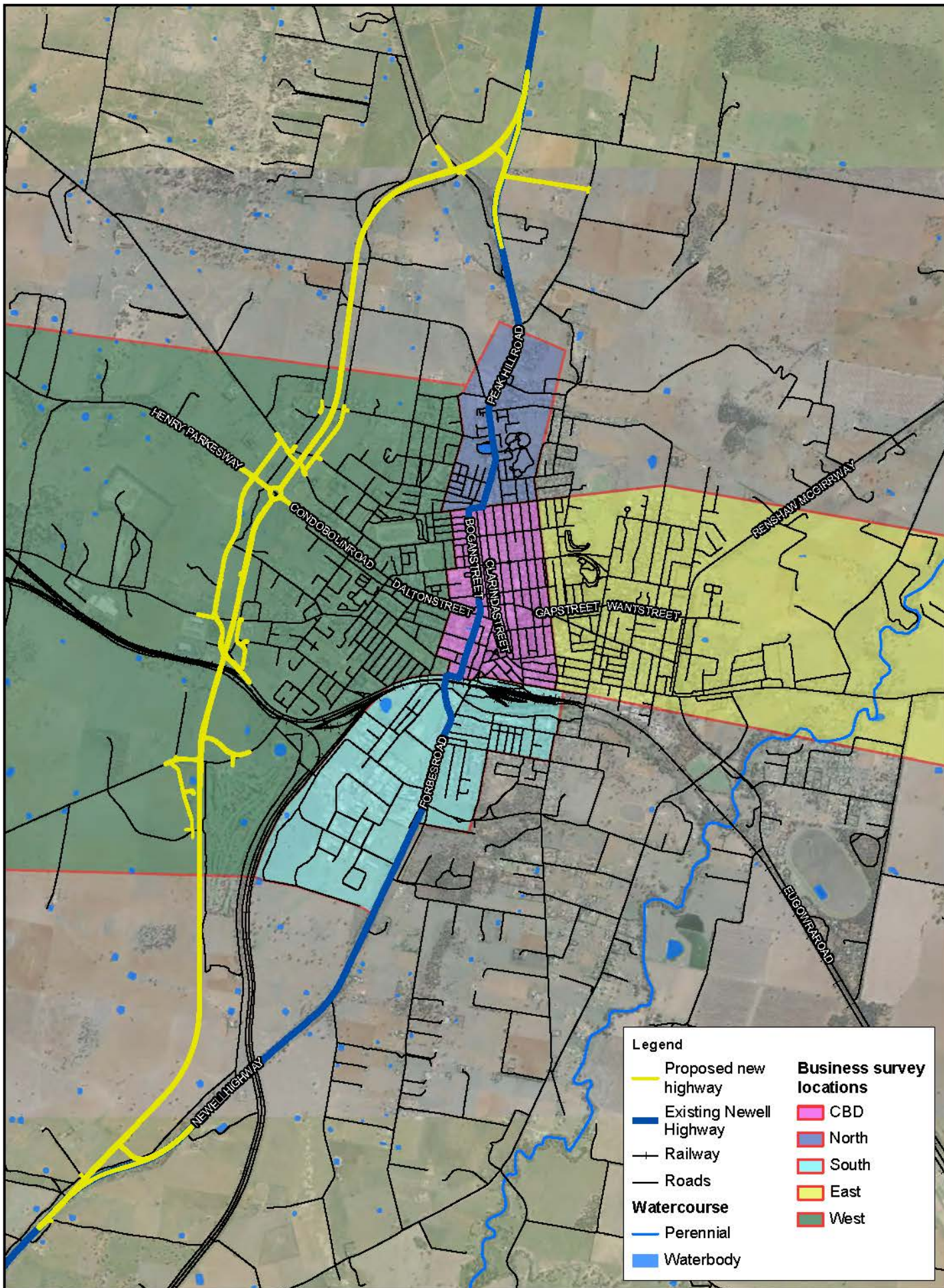
This was achieved by firstly identifying businesses within study area. This was done by referring to ABS data which confirmed there to be 745 registered businesses operating within the study area in 2015. The first task was to classify the businesses. The second step was to determine where these businesses were located in the study area. For ease, the study area was divided into several sub-areas as shown Figure 3-6.

It was then important to carry out surveys on enough of these businesses to provide statistically meaningful results. This resulted in selecting to survey 105 businesses within the limits described above. Table 2.1 in Appendix B describes the locations and addresses of the businesses in the study area. The only bias added to these data was to survey more businesses along the existing Newell Highway alignment as it passes through the study area as it was considered that these are most likely to be affected by the bypass.

Table 3-5 lists the numbers of each business-type surveyed in 2017. It shows the split between those business-types that were more likely to attract passing/highway-related trade and those business-types that are more likely to receive much of their business from the local and regional community as described in section 3.7.6.

Table 3-5 Surveyed businesses in Parkes township

Industry type	Number of respondents	Number of Businesses Registered in 2015	% Surveyed
<b>Business-types likely to attract passing/highway-related trade</b>			
Accommodation and Food Services	29	48	60%
Retail trade	39	67	58%
Arts and Recreation Services	1	9	11%
Rental, hiring and real estate services	2	60	3%
<b>Other business-types</b>			
Agriculture, Forestry and Fishing	5	85	6%
Construction	1	115	0.1%
Education and Training	2	7	29%
Financial and Insurance Services	3	39	8%
Health Care and Social Assistance	1	36	3%
Manufacturing	2	41	5%
Professional, scientific and technical services	1	47	2%
Public Administration and Safety	1	3	33%
Transport, postal and warehousing	7	56	13%
Wholesale trade	3	28	11%
Other (including Mining, Utilities and other)	8	107	7%



Legend	
	Proposed new highway
	Existing Newell Highway
	Railway
	Roads
	Watercourse
	Perennial
	Waterbody
	<b>Business survey locations</b>
	CBD
	North
	South
	East
	West

Map: 2270437\_B\_GIS\_001\_A4     Author: David Nalke  
 Date: 30.09.2018     Approved by: Isabele See  
 Source: © Department of Finance, Services & Innovation 2018

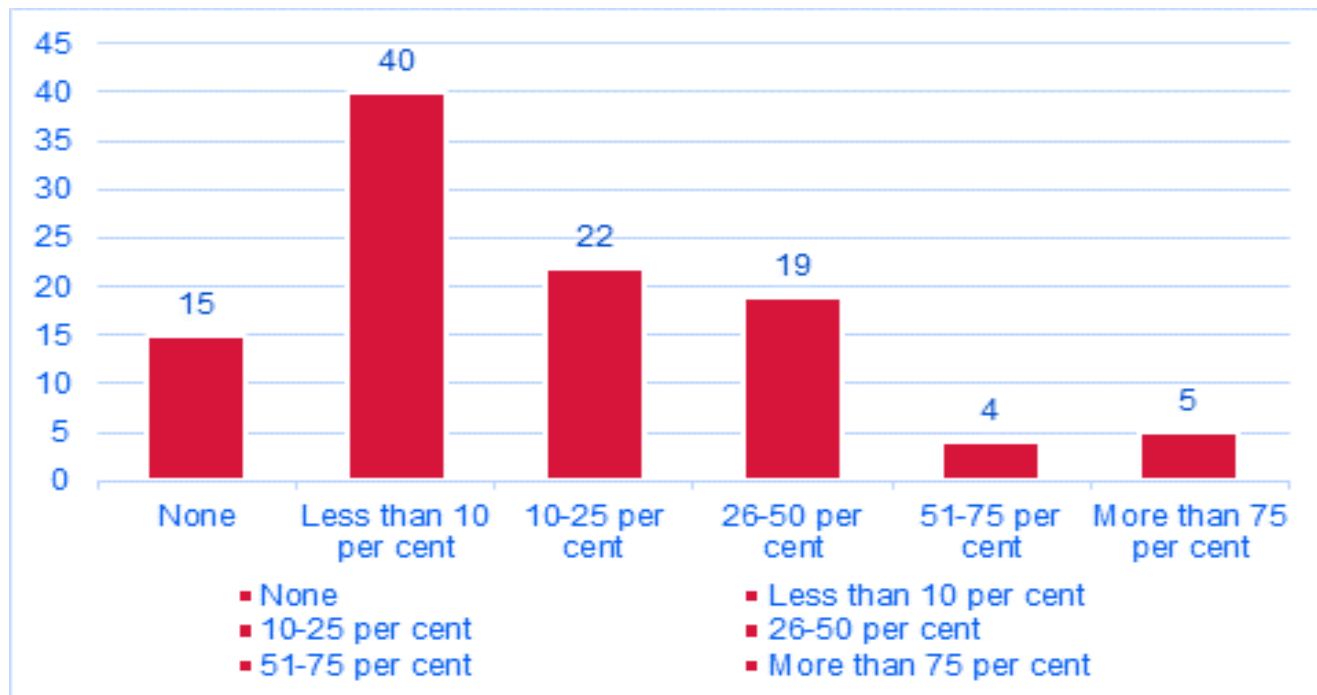
Scale: 1:10,000  
 Coordinate system: GDA 1994 MGA Zone 55  
 Scale: 1:50 correct to 1:1000 data



**PARKES SOCIO ECONOMIC ASSESSMENT**  
**Figure 3.6**  
**Business Survey Study Area**

### Surveyed businesses

Most of the 105 surveyed businesses responded that they cater to local and regional markets, visitors to Parkes as well as passing highway trade (refer to section 2.2.1 of Appendix B). This suggests that highway trade is not the major source of income for most businesses located along the Newell Highway inside Parkes, and less than a third were estimated to have more than 26 per cent of their income generated from passing trade, with the rest of the trade coming from local and regional customers as illustrated in Figure 3-7.



Source: section 2.3.1, Appendix B

Figure 3-7 Estimated proportion of trade from passing motorists (of surveyed businesses)

From the survey responses, although it was difficult for businesses to specifically determine the proportion of each type of trade, it was clear that the degree of dependence on passing trade varied significantly from business-to-business, where some businesses (such as service stations, some eateries and accommodation facilities) relying more on passing motorists than others. Anecdotal evidence from the business survey and discussions with businesses in Parkes suggests that passing trade varies seasonally and tends to increase during tourist seasons, specifically during the Elvis Festival, and when ‘grey nomads’ are travelling in spring and autumn (refer to section 2.3.3 of Appendix B).

Of the targeted survey of businesses in Parkes that characteristically rely on passing trade, 66 per cent of businesses stated they experience seasonal variation in trade. The most commonly cited reasons for the variation were school holidays (38 per cent), festivals and events (38 per cent) and time of year (34 per cent, refer to section 2.3.3 of Appendix B).

### 3.7.7 Tourism

Parkes has a thriving tourism industry, with peak visitors in January with the well-known Elvis festival. The tourism industry also benefits from many visitors to the Dish, which receives over 100,000 visitors per year, and other major annual events including Tullamore Irish Festival, Trundle’s Bush Tucker Day and the ABBA Festival, as well as major sporting fixtures, car rallies and conventions.

The total number of employees working in the tourism industry (accommodation, events, attractions) was 347 in 2011. Overall, the tourism industry contributed \$56 million in sales in Parkes in 2015-16, with total value added of \$28.2 million (four per cent of the total GRP for Parkes Shire).

Tourism statistics for the four-year annual average period up until September 2014 indicated that there was a total of 223,000 overnight and domestic day trip visitors to Parkes, and a further 105,000 overnight visitors staying a total of 300,000 nights (Destination NSW, 2016). Reference to the Destination NSW information for domestic visitors, which represents 89 per cent of all 'visiting nights', showed that holidays and visiting friends and family were the most common reasons to visit Parkes.

Domestic overnight visitors stayed an average of three nights while international visitors stayed an average of 19 nights. Visitor expenditure was an average of \$376 per trip for domestic visitors and \$955 per trip for international visitors. The average spend per night for visitors was around \$145 for domestic overnight tourists and \$49 for international tourists (Destination NSW, 2016).

The accommodation mix within Parkes consists of about 54 per cent staying with friends or relatives, 31 per cent in motels/resorts, and the remainder spread across caravan parks, pub accommodation, owned accommodation and apartments (Destination NSW, 2016).

### 3.7.8 Transport, postal and warehousing

'Transport, postal and warehousing' is currently one of the key industries in Parkes, employing about seven per cent of the Shire's work force. This reflects Parkes unique geographical advantage and its importance logistically to the local, regional and national economy.

In 2006, Parkes Shire Council rezoned 516 hectares for the development of the Parkes National Logistics Hub; providing a centralised storage and distribution point. The Parkes National Logistics Hub is located about four kilometres west of the existing Newell Highway.

A development application is currently being considered for the development of the Parkes Logistics Terminal as part of the broader Parkes National Logistics Hub. The proposal would further enhance connections to the Parkes National Logistics Hub.

## 3.8 Social and recreational infrastructure

Parkes is the largest town, service centre and location of Parkes shire council chambers. Parkes contains the majority Council-operated social and recreational infrastructure for the Shire. There are three State primary schools, the Shire's only dedicated State high school and a regional branch of TAFE. The completion of the Parkes Hospital in 2015 provided a new base for regional emergency and public health care.

Cultural and recreational infrastructure can build community cohesion by providing a place for residents to gather. The following key social and recreational infrastructure can be found in Parkes, all of which are located within Parkes town centre except for Parkes Golf Course (shown on Figure 3-2):

- Neighbourhood Central (Currajong Street) offers a point for delivering Council-led community services such as Aboriginal, disability, aged and home care services
- The Henry Parkes Centre (Peak Hill Road) is a multipurpose tourist and cultural hub in downtown Parkes. The centre is home to several museums and cultural spaces that host social events throughout the year
- The Little Theatre (Bogan Street) is a Council-owned arts and theatre space operated by a not-for-profit community group. The theatre hosts community-led productions during the year and offers a meeting and activities space for community use
- The Parkes Aquatic Centre (Dalton Street) offers aquatic facilities for both recreational and special needs swimming
- The town has several regional-level sporting facilities. These include the Northparkes Oval (Alexandra Street) that has athletics and track-and-field facilities, the international standard hockey

facilities at Cheney Park (Baker Street), and a hard-court netball complex at McGlynn Park (Station Street). There are also multiple large reserves with dedicated Rugby, Cricket and AFL facilities

- The Parkes Show Ground (Victoria Street) is to the north-west of the town and plays host to events and activities during the year. The Parkes Show, held in August, offers an opportunity for regional-level community gathering and celebration
- The Parkes Golf Course (London Road) operates an 18-hole championship Golf Course and licensed club house. The golf club provides a place for recreation, gathering, social interaction and health and wellbeing. It hosts annual regional championship competitions throughout the year.

## 3.9 Places of community significance

Places of community significance are geographically specific locations that people have a common or shared attachment to. These places contribute to a sense of identity and the broader social relationships that exist within communities. Parkes has many places of community significance that contribute to the town's local identity:

- The Dish was the first fully steerable large antenna in the southern hemisphere when it was built in 1961. It is famous for being one of the receiving transmitters for the televised images of the 1969 moon landing. It is a major tourist drawcard for Parkes, and as such, is a major economic contributor to the local economy. It is perhaps the town's most identifiable site, even forming the local Government logo.
- Northparkes Mines has operated for over twenty years. Its operation is important in that it also owns and operates over 8,000 hectares of agricultural land in the area. As noted in section 3.7.5, the Mines is a notable local employer and contributes significantly to the economy.
- A range of local and regional attractions including:
  - Within the town centre: Henry Parkes Museum, Parkes Aviation Museum, Parkes Craft Corner and the NSW Modern Mining Trail
  - Outside of the town centre: Lachlander Museum, the Peak Hill FM Community Radio Station, Lake Cargelligo, Kings Grave, the Wiradjuri Study centre, Mount Tilga, Bug Fish Fossil Hut at Peak Hill, Burrabadine Walking Track, Peak Hill Open Cut Experience, Gum Bend Lake, and the Peak Hill Art Gallery.

## 3.10 Access and connectivity

There is a clear distinction between local and regional access into and across Parkes.

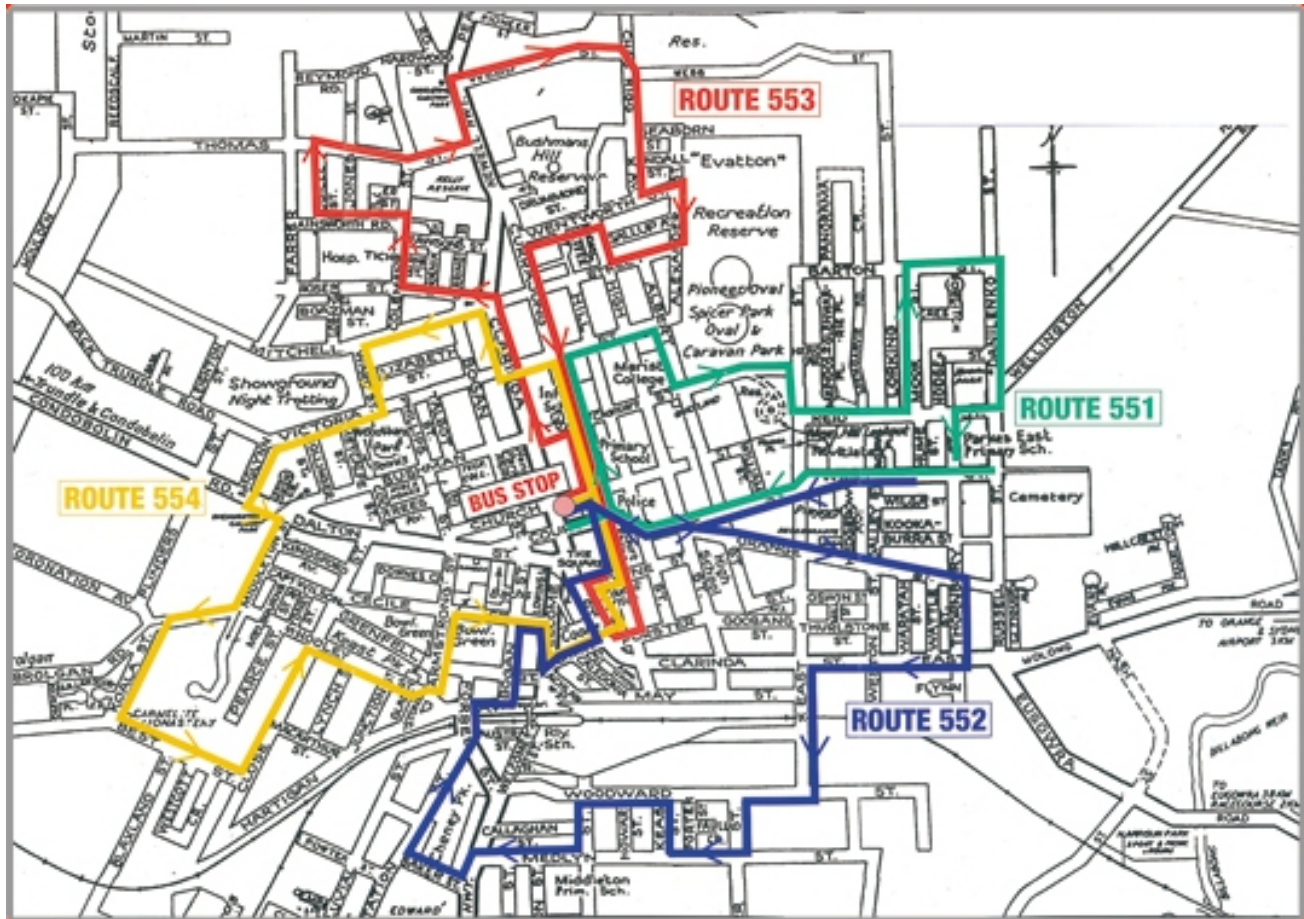
### 3.10.1 Road access and connectivity

The Newell Highway running north-south provides the main access into and out of Parkes for regional and freight traffic. About 30 per cent of all traffic in Parkes enters and leaves on the Newell Highway. The main east-west access across Parkes is via Henry Parkes Way. Comparatively, about 16 per cent of traffic in Parkes enters and leave on Henry Parkes Way. Brogan Road, Back Trundle Road, Goldrush Road, Heraghty Road and Bogan Road all provide additional east-west local access into Parkes. Comparatively however they only carry about two to four per cent of the total traffic entering and leaving Parkes.

## Public transport

The main bus operator in Parkes is Western Road Liners which operates:

- Twenty-two (22) regular school services which cover all schools within Parkes LGA as well as Red Bend Catholic College Forbes and Forbes High School
- Four town routes, Routes 551, 552, 553 and 554, which all start and end at the Church Street bus stop as shown in Figure 3-8 and operate three times a day
- Five regional coach services which are jointly run by Transport for NSW TrainLink and operate daily between Parkes and Sydney, Dubbo and Lithgow.



Source: Western Road Liners Website

Figure 3-8 Western Road Liners bus routes in Parkes

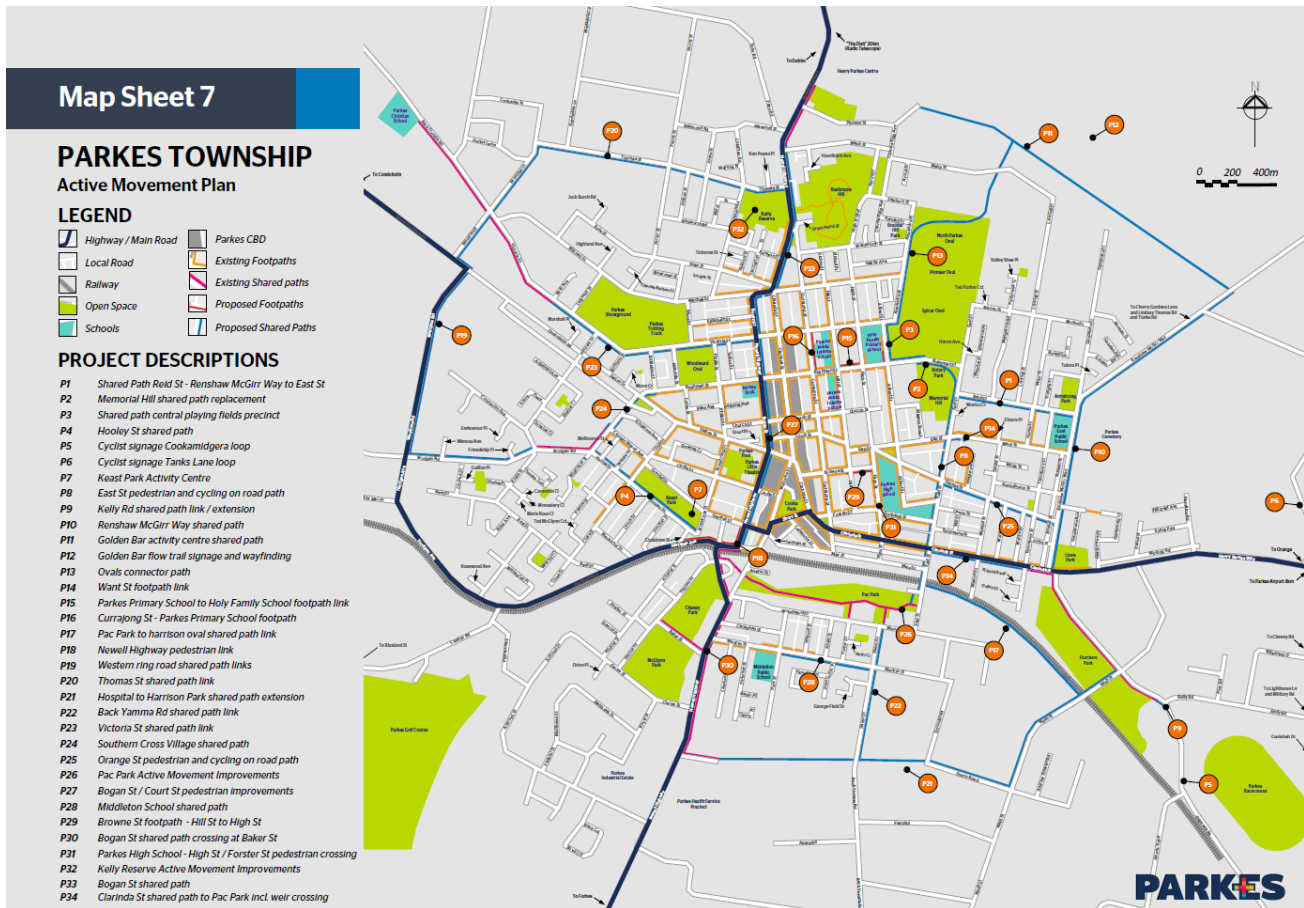
## Active transport

Parkes Shire Council promotes the use of active transport through their Pedestrian and Cycling Strategy 2016 (Parkes Shire Council, 2016). This strategy focuses on providing safer methods of travel for pedestrians including pedestrian crossings, kerbs, refuges and stairs. The existing coverage of pedestrian footpaths and promotion of active movement is substantial across the Parkes region, particularly along the Newell Highway and local residential streets that connect with the Newell Highway.

Existing cycling access is not as extensive but there are shared pedestrian and cycle paths for some segments of the Newell Highway, particularly at either end of the suburban region. There are shared paths on the Newell Highway from Clarke Street to Hartigan Avenue and another from Webb Street to Pioneer Street both on the eastern side of the road. A shared path is also located on Back Trundle Road and Victoria Street on the southern side of the road.

Figure 3-9 below shows the existing and proposed footpaths, shared paths and regular walking and cycling routes within Parkes.





Source: *Parkes Pedestrian and Cycling Strategy (Parkes Shire Council, 2016)*

Figure 3-9 Active movement plan within Parkes

Proposed shared paths are also planned near the Parkes Bypass as documented in the *Parkes Pedestrian and Cycling Strategy* including:

- Brolgan Road east of Westlime Road on the northern side of the road
- Westlime Road on the eastern side of the road
- Moulden Street on the eastern side of the road
- Thomas Street on the southern side of the road.

### 3.10.2 Travelling Stock Route

Travelling stock routes (TSR) are parcels of Crown land reserved under legislation for use by travelling stock. Their uses now also include grazing in drought periods, public recreation such as bushwalking and bird watching and conservation. TSRs in Parkes are managed by Local Land Services and a permit is required for grazing or droving activities.

## 3.11 Community value

Community values are those ideals regarded as important by members of the community for quality of life and well-being. Community values include things such as physical elements (e.g. parks, landscapes and pedestrian connectivity), as well as intangible qualities (e.g. sense of place and community cohesion).

Overall, Parkes is thriving commercial centre supported by its location at the hub of several major transport corridors. The town is built on a rich history in gold mining and the community proudly celebrates this history. A sense of community cohesion and belonging is important in Parkes with

nationally recognised events, community days, local initiatives and a booming tourism industry creating a progressive, vibrant and welcoming environment for families and individuals.

Safety education programs for schools and the community are focal points for the area, especially with large infrastructure developments such as the Parkes Bypass, Pacific National Parkes Logistics Terminal, and ARTC Inland Rail Parkes to Narromine projects taking place on Parkes' doorstep.

The above context helps define the key community values in Parkes. These values were further defined through consultation with the local community (Roads and Maritime, 2017) as summarised in Chapter 4. This was used to seek feedback on how the proposal may impact on the things people hold true in terms of their quality of life and well-being.

### 3.11.1 Community cohesion and participation

Community cohesion refers to the connection and relationship between individuals, groups and neighbours, and is encouraged by the existence of local community facilities, and sense of local identity and opportunities for community participation. Notably:

- Residents in the study area have good access to a diverse range of local community facilities such as education, sport and recreation, open space and community services. The study area also has several important community networks related to sporting clubs and cultural facilities (as described in the previous section). These foster relationships and trust
- Community participation levels have increased over the past five years and they are notably higher than the regional and State average (refer to section 3.6.6)
- The following demographic factors support the feedback that there is a high level of cohesion, belonging and shared social networks in the local community.
  - A stable population, with a high proportion of people living in the same property or within the study area over the past five years
  - A relatively level profile across all age groups, with families sending their children to local schools and participating in associated community activities
  - A low-level of cultural diversity in the local community with most people born in Australia
  - Household incomes and mortgage and rental stress at levels comparable to regional NSW.

### 3.11.2 Sense of community and placemaking

As a sub-set of the community cohesion and participation is a sense of community, which relates to an individual's perception of their overall sense of belonging to their local community. Placemaking is the action of communities working together to develop their shared public spaces to support the local community. Communities that place a high-value on placemaking are recognised as having an invested and intimate connection to the places they live. People in Parkes both value their sense of community and placemaking as demonstrated from:

- The high-levels of participation and established social and community networks which extend to holding a diverse social calendar of events in the township throughout the year
- The communicated opportunity (in the community consultation) to improve the amenity of the town centre for locals and tourists, making it a more attractive place to live, work and visit.

### 3.11.3 Safety and security

While most communities value a sense of safety and security, the residents in Parkes (reflected by the demographic of the population) particularly value road safety due to the following concerns:

- The current movement of heavy vehicles through the town, especially in terms of:
  - driver safety of navigating oncoming heavy vehicles at the 90-degree bends;
  - pedestrian safety from vehicles mounting kerbs; and
  - cyclist safety due to the reduced passing distances, especially at intersections
- School children being able to safely walk and cycle to the schools in the local area.

### 3.11.4 Amenity, character and lifestyle

Local amenity and character in the study area is generally characterised by the natural rural landscape to the west of Parkes and rural-town characteristics within the centre. The character of the township is further sub-divided into the main centre comprising a mix of local shops, Government facilities and other community facilities, while the approaches to the town comprise a mix of residential housing and hotel/motel accommodation.

For people that live and work in the area they value:

- Retained local character defined by the ease of access to local and regional facilities and core services
- Liveability and the access offered by the range of local and regional community services and facilities
- The peace and tranquillity offered outside of the town centre due to the rural setting
- Access to a highway.

The community recognises that both the amenity and character of Parkes is currently compromised by Newell Highway passing through the centre of town. This has created a sense of anxiety, fear and safety due to the regular movement of heavy vehicles through the town. This is also perceived as a barrier to movement across the town for certain members of the population such as the vulnerable and elderly.

## 4 Summary of consultation

This Chapter provides an overview of emerging themes and community sentiment. A detailed consultation report is provided on the Roads and Maritime project website. Consultation with businesses, the community and stakeholders has been ongoing since 2014 and it was used to inform the development of the proposal. Appendix C details the consultation program undertaken to inform this assessment.

The following summarises the key themes emerging from community consultation and the *Have Your Say* survey carried out by Roads and Maritime between December 2016 and March 2017.

### 4.1 Amenity and lifestyle

#### **The proposal could improve safety and amenity in the town centre**

Community consultation feedback recognised the likely benefits for local safety that would result from removing heavy vehicles from the town centre. This was identified as a beneficial outcome for pedestrian and cycle users.

#### **The proposal offers opportunities to improve pedestrian and cycle connectivity throughout Parkes, and to provide community benefits**

Community and stakeholder feedback noted the importance of considering key strategic documents in planning the proposal such as the Community Strategic Plan (Parkes Shire Council, 2017) and Parkes Shire Pedestrian and Cycling Strategy (Parkes Shire Council, 2015, refer to section 3.3 for additional detail).

It was felt that incorporating the vision and intent of these strategies in proposal planning would provide opportunity to maximise beneficial outcomes for the proposal.

#### **There is opportunity for the proposal to enhance local amenity, particularly within the Parkes town centre**

Community feedback generally acknowledged the need to balance freight and community needs, and recognised that the proposal could be instrumental in improving the amenity in the town centre for visitors and residents by removing heavy freight traffic. Feedback reiterated the need to invest in a high-quality design to enhance the project outcome.

- The proposal could reduce the amenity for residences near the proposed bypass

Property and landowners along the proposal alignment were concerned about:

- Temporary disruption, inconvenience and amenity loss during construction
- Loss of property values along the proposal alignment
- Road traffic noise and amenity loss once the road is operational
- Change in landscape character and visual amenity once the proposal is built
- Issues with waste and debris from vehicles using the proposal
- Potential loss of access to Parkes town centre.

### 4.2 Access

#### **A bypass could hinder east-west access through the Parkes**

Community feedback indicated concern regarding disruption to existing east-west access routes through Parkes once the proposal was built as this may affect residents, farmers and others. There was also concern regarding the potential loss of safe access to the Parkes Christian School for pupils, parents and teachers.

The community was eager to ensure that emergency vehicles could quickly and safely access people living in the west once the bypass is built. Of equal concern was the impacts for residents living in the west to have reliable access to the hospital, medical facilities and other key and core community services in the town centre.

#### **A bypass could improve efficiency, enhance regional access, and reduce travel times**

Consultation feedback generally acknowledged that a bypass around Parkes may improve travel times for people and enhance freight access to significant locations such as National Logistics Hub and the industrial area on the southern outskirts of Parkes from the bypass.

### **4.3 Employment and economy**

#### **Loss of passing trade could have an adverse impact on the local economy and employment opportunities**

Residential and business communities alike expressed concern that the proposal would result in a loss of passing trade for local businesses, which would lead to associated job loss and declining property values. Feedback indicated concern that businesses would relocate outside of Parkes to other regional centres because of decline trade or suitable location.

There was concern that the proposal would result in a loss of direct access to Grain Corp from the west, especially during harvest time causing impacts to the local agricultural industry.

The possibility of providing a service centre along the proposal was also raised, which is a noted success factor of bypass projects as described in section 2.1.

#### **Promotion and signage could encourage visitation to Parkes**

Businesses and visitors to Parkes felt that it was important to maintain passing trade through Parkes to support the local economy. The most common suggestion was for a signage strategy to promote Parkes as an attractive stopping place, which again is consistent with the success factors described in section 2.1. The other most commonly suggested measure was to maintain easy access to and from the town centre.

Businesses frequently suggested that during construction, signage could be displayed to promote that Parkes was operating business-as-usual to mitigate loss of trade from motorists who might be put off by disruptions.

#### **The proposal could be beneficial for businesses in the west of Parkes**

The level of support for the proposal varied significantly depending on business location. In summary:

- Businesses in the town centre could be expected to benefit from a more attractive environment with reduced heavy goods traffic, which is predicted to be as high as a 74 per cent reduction (refer to Appendix C of the REF). Businesses in the west could be expected to benefit from improved access to the Newell Highway and future proximity and access advantages
- Businesses in the south and north, which would be farther from the Newell Highway in the future, were thought to be less likely to benefit from the improved town centre.

## 5 Impact identification and assessment

This Chapter describes and assesses the impacts arising from the construction and operation of the proposal.

### 5.1 Property, land use and access

#### 5.1.1 Property acquisition and land use

##### **Construction**

The proposal would require the acquisition of land from Government and private owners. This includes acquisition from private landholders and partial or full acquisition of 14 Crown Land lots (refer to section 1.2.1). The lots to be acquired are zoned RU1 Primary Production (agricultural), SP2 Infrastructure, R5 Large Lot Residential or Crown Land. The final property acquisition would be confirmed during the detailed design, it would be carried out in accordance with the *Land Acquisition (Just Terms Compensation) Act 1991*, the Land Acquisition Reform 2016, or the *Roads Act 1993*, and the supporting Land Acquisition Information Guide (Roads and Maritime, 2014).

While the proposal would result in no building demolition or loss it would result in the following land use, productivity and viability impacts to the land uses described in section 3.7.3:

- Loss of private properties (including access)
- Loss of farmed land
- Loss of TSR
- Other property.

Impacted private land mainly comprises lifestyle properties and small-scale agricultural properties that include land uses such as cropping and pasture. Partial acquisition of one of these properties would require the relocation of an existing sheep shed and other non-residential structures. Consultation with the affected property owners confirms that these structures could be relocated to other areas under the same property ownership without having any impact on farm operations. However, there is likely to be some low to moderate negative impacts during construction through the associated inconvenience of relocating this building. The area includes an existing TSR that passes through Crown Land. The road takes up to 60-metres of the TSR, which would be less than 30 per cent of the TSR, and it would be fenced along its length. This would provide sufficient room along the length of the corridor to allow its continued use as a TSR. Also, east-west access to reach the TSR would be still possible from Condobolin Road. Neutral impacts are expected during operation. The need to introduce access restrictions, diversions and traffic management controls during construction would likely inconvenience people looking to use the TSR, however the direct, negative impacts are predicted to be low to moderate, only lasting for the duration of the work.

There may be also some temporary land use changes during construction to accommodate compounds and ancillary facilities. The selected location of the compounds and ancillary facilities has considered land use impacts where feasible and reasonable, which has led to their placement on Crown Land or unoccupied/low-productivity agricultural land (refer to section 3.4 of the REF).

##### **Operation**

Upon completion, the temporary site compound, work areas and stockpiles would be removed, the site cleared of all materials and rehabilitated. As such, there is not expected to be any long-term permanent land use or economic impacts outside of the road corridor.

There would be no additional property acquisition impacts related to the operational proposal.

## 5.1.2 Access and connectivity

### **Construction**

#### Regional and local access

There may be disruptions and reduced access as a result of road closures for construction of bridges and the Condobolin Road roundabout. This may result in increased travel times for general traffic, however, construction works will be planned and staged to minimise the impact to local road access where possible for road users.

As noted in section 5.4.3 there would be some local access impacts to parents, teachers and students accessing the Parkes Christian School from the east of the Parkes Bypass along Victoria Street. Temporary access restrictions and detours would be in place during construction of the bypass and the shared-use bridge. This would cause minor travel delays and a minor increase to travel times as road users would be required to detour onto Condobolin Road and Moulden Street to re-join Back Trundle Road.

Thomas Street and Maguire Road would be closed permanently which would cause permanent changes to access for residents and visitors on the local road network. While this may result in increased travel times for some local movements, is not anticipated to materially alter access to the major and arterial road network.

There would not be expected to be any impacts to regional connectivity as the access along the existing Newell Highway would not be affected.

#### Public transport

While there would not be any changes to bus routes, buses may experience low level, temporary disruptions due to construction traffic travelling along the same roads as local bus routes.

#### Private property access

In addition to partial or strip acquisition, some properties would be directly impacted by altered or restricted access.

Where access to private property would be impacted, Roads and Maritime is working with landowners and occupiers to determine alternative temporary and permanent access points to the local road network. This includes closing the informal crossing points from the west in to the study area via the TSR. During construction, landowners would be inconvenienced while the new or temporary accesses are built and the existing accesses are closed, the direct, negative impact of which would be low.

One property to the west of the road corridor includes a new dwelling currently under construction which operates as a (heavy vehicle) driver training school. The business relies on the local road network to provide training routes that meet certified training curriculum. Until the detail of the final road design is understood it is not possible to confirm if an alternative 'certified' routes would be available from the property either during construction or once the bypass is operational. At present, the impact is unknown and additional consultation and assessment is needed to determine if there is an impact and measures needed to mitigate against any negative outcomes.

### **Operation**

The proposal's design ensures that private property, local and regional access would be maintained. The only changes under the proposal would be the loss of the road connection between Back Trundle Road and Victoria Road. However, this would be mitigated through providing an alternative access via Condobolin Road. This may inconvenience road users, however would cause increases of only a few minutes to travel times.

## 5.2 Population and demographics

### 5.2.1 Construction

During its construction, the proposal is anticipated to generate up to 400 jobs. While Roads and Maritime promotes local employment, it is expected that some specialists may be needed, which would see a small temporary increase migrant worker living in Parkes and/or the surrounds.

Given the predominance of family households and low migration within the existing community, it is possible that there would be a low to moderate change to the overall population profile during construction as workers tend to be younger males. Any resultant changes to the local population profile may have flow-on effects on the demand for and availability of some local services. However, given Parkes function as a regional town, even if the entire workforce was migrant, there is sufficient provision of core services such as doctors, hospital beds, and other services that it is unlikely to have any impact on the level of service available for the local population.

The profile and scale of the worker population would fluctuate throughout the construction program in response to works being carried out. This will be further investigated as the design progresses, and is likely to increase demand for residential rental properties and medium-to-long-term visitor-accommodation during active construction periods. The economic impact of this is described in section 5.3.1, which also considers the impacts during peak season and at high-demand periods.

### 5.2.2 Operation

There is not expected to be the need to employ anyone to maintain and operate the proposal as it would under existing maintenance schedules. No additional displacement or acquisition would be required during operation. Therefore, there is expected to be a neutral operational impact.

## 5.3 Employment and businesses

### 5.3.1 Local and regional employment and business

#### ***Construction***

As noted above, the proposal would generate up to 400 jobs. Any non-local employment would result in a temporary influx of construction workers in to Parkes. Also, as noted above, is likely to place an additional demand on residential rental properties.

One perceived concern of any influx of migrant workers is how their rental demand would affect the local economy. As has happened on the Pacific Highway Upgrade, there has been an increase in private room and house rentals in the existing housing stock, with negotiable rates. The issues associated with this as reported in relation to Woolgoolga to Ballina (Pacific Complete, 2015) has been a potential decrease in rental housing stock availability within the existing community, and a concern that higher-demand could see a rental increase. However, recent studies on the upgrade of the Woolgoolga to Ballina section of the Pacific Highway have confirmed that “rental increases had not occurred in similar locations” where road upgrade projects had taken place (Pacific Complete, 2015). The report also notes that such concerns can be easily addressed by having an effective accommodation strategy that focusses on using alternatives to minimise the loss of affordable rental properties. This includes the use of self-contained accommodation, hotel/motel space, tourist parks, and/or purpose-built accommodation (Pacific Complete, 2015).

The counter position and benefit of the above is having a long-term reliable accommodation income from the migrant construction workforce. This would be supplemented by an additional spend in the local economy from the migrant workforce using a range of convenience (e.g. cafés, restaurants) and core



(e.g. doctors, mechanics) services. The amount generated in the local economy would depend on several factors that make it hard to quantify. Nonetheless, it is assessed as a positive low to moderate positive impact of the proposal. Conversely, it may result in a low indirect negative impact once the scheme becomes operational; particularly where businesses have come to rely on an increased customer base and/or where services and facilities were frequented by members of the construction workforce.

Given the population fluctuations generated by major events such as the Elvis Festival, it is likely that the retail and hospitality industries and the residential communities of Parkes and surrounds are adaptable to temporary changes in the local population. With an attendance of up to 20,000 people each year, a construction workforce of 400 would only add about two per cent to the demand on resources in Parkes over the construction period. This is unlikely to have any material economic or employment impact. It is also unlikely to prevent people being able to find accommodation in Parkes due to the available number of bed spaces. It is also unlikely to have any amenity impact on any major events, even including travel time delays in to Parkes as the proposal would be largely built offline away from where any events are held.

Through consultation with Roads and Maritime and in targeted business surveys, many business respondents raised concerns regarding potential disruption during the construction phase. For example, 19 per cent of businesses surveyed expressed concern about temporary loss of access for customers to their businesses, and there was broad support for improved signage and public notification of access changes to mitigate these impacts (refer to section 2.5.3 and section 2.6.1 of Appendix B).

### **Operation**

Once the proposal is operational it is not expected to directly generate any employment for the reasons discussed in section 5.3.2. As such, there is expected to be no indirect employment-related spending in the local economy. However, as confirmed in reviews of other bypassed towns, wider indirect economic benefits are expected as “in most cases, bypasses have resulted in economic development benefits for towns which have been bypassed” (Parolin, 2012). This suggests that follow-on employment or other economic benefits may occur because of additional development associated with the proposal such as a highway service centre. The economic benefit of this is hard to quantify however, as it relies on several factors.

### **Town centre amenity**

The predicted 46 per cent reduction in north-south traffic through the town, including a 74 per cent drop in heavy vehicles would, as summarised in the REF:

*“... improve safety for vulnerable road users and for those living along or near the route. Heavy vehicles account for approximately 45% of crashes in Parkes on the Newell Highway.”*

This provides an opportunity for Council, the Chamber of Commerce and local businesses to promote the town’s amenity and street frontages, the foundations for which are already set out in the 2030+ Community Strategic Plan and CBD Vibrancy Strategy (refer to section 3.3). For instance, existing businesses on Bogan Street may be able to use the opportunity to improve their street frontage and to offer outdoor seating.

### **Passing trade**

Despite the predicted reduction in traffic through Parkes, it is important to note that the modelling predicts that 61 per cent of the existing light vehicles (cars) would still travel through, or in to and out, of Parkes. As such, many of these motorists would be likely to adopt their current habits, namely stopping and using local businesses and amenities in the town centre.

The modelling used to predict how much traffic would transfer on to the proposal did not take in to account the effects of any mitigation strategies such as signage improvements, which as described in section 2.1, as a success factor in preventing passing-trade loss. Such a strategy is planned for the proposal (refer to Chapter 2), as motorists would only be able to see a small portion of the town from the highway and might not be aware of the attractions located within the town centre. Further, the ability to attract people in to Parkes is also helped by the fact that it would take about eight minutes to reach the town centre from the proposal and this would only add a few minutes to people's journeys. Finally, Parkes' diverse economic base, identity, and function as a regional centre (refer to Chapter 2) would help sustain its attractiveness as a destination. Collectively, this means that the passing trade loss is expected to be no more than a low negative indirect impact as people and the community adjust to the changes. This is consistent with the outcome and impacts from other bypass projects (refer to Chapter 2). Also, the business surveys anecdotally support the above conclusion insofar that 52 per cent of the participants reported that they receive less than 10 per cent of their income from passing trade (refer to section 2.3.1 of Appendix B and Figure 3-5).

As noted in the Parkes CBD Vibrancy Strategy (refer to Chapter 2), the current perception is that the attractiveness of the town centre is affected by its location on the Newell Highway as this gives bias and priority to road traffic over pedestrians, cyclists and the local community. This suggests that the proposal could provide an opportunity to recast the Parkes town centre with a different focus, highlighting pedestrian access to business and improving Parkes appeal as a stopping place.

As noted in the previous section, Parkes has a diverse economy with local employment and business opportunities in sectors such as agriculture, mining, tourism, health services, retail, administrative service and education. Businesses located furthest away from the bypass would not be expected to experience out-sized effects as compared to businesses in the town centre. All these activities and core services would continue to draw visitors and the local population in to town after the proposal has opened, providing an ongoing demand for goods and services.

## 5.3.2 Other regional industries

### ***Construction***

Access along the existing Newell Highway would be maintained during construction other than a short-term (one or two day) direct low level impact when the proposal and interchange tie-ins are finalised to allow for traffic switching. The only other expected change would be the need to implement traffic management controls (i.e. stop-go signs or temporary traffic lights) and/or diversions on intersecting and local roads in the area for short periods during construction. Consequently, existing freight and tourist routes would remain open ensuring that deliveries, access to the mine and agricultural routes will not be disrupted. Two additional points are that some form of east-west access would be maintained continuously during construction, and the traffic controls and diversions would be adapted and modified to account for critical points during the year such as the harvest time to prevent any impact. Consequently, the only predicted indirect negative impact would be temporary inconvenience and some travel-time delays around Parkes during construction, which would likely have no material economic impact. Businesses located to the west of Parkes, such as Grain Corp would not be expected to experience any material economic impacts.

Roads and Maritime would also work with ARTC to coordinate building the bridge over the railway lines to prevent any service or access loss. ARTC has clearly defined processes associated with working in or over rail lines to prevent any service or operational impacts. As such, impacts would be avoided.

## **Operation**

As described in section 1.2.1, land would be acquired for the proposal, which would mostly be Crown Land.

The assessment shows that at a regional level the loss of agricultural land due to property acquisition is minimal and this would have minimal impact on the viability, profitability, productivity and sustainability of agribusiness in the area. The scale of the impact is also unlikely to materially impact on productivity regionally. During harvest time, the need for reliable road access would be high for the freight and agricultural industries. Roads and Maritime would work with these industries to minimise access impacts due to construction during these periods.

Once operational, the proposal is assessed to have an overall low to moderate positive impacts on the regional freight and agricultural industry as it would provide a safer and more efficient route along the Newell Highway (refer to Chapter 2 of the REF). The proposal also offers greater integration with the National Logistics Hub and the zoned industrial area off Hartigan Avenue, in the longer term, both of which will further galvanise the multimodal freight resources in the region, while sustaining east-west access into and out of Parkes.

## **5.4 Impacts on social infrastructure**

Most social and recreational infrastructure and community facilities are centrally located within Parkes (refer to section 3.8). The following summarises likely impacts on provision of and access to community facilities and services.

### **5.4.1 Recreational spaces**

Most of the proposal alignment passes through Crown Land, which forms passive open space and includes informal pedestrian and access links to the west of Parkes.

#### **Construction**

No facilities would be directly impacted through acquisition during the construction. However, several indirect impacts are expected:

- A moderate negative indirect amenity impact for golfers, wedding guests and outdoor diners at the Parkes Golf Course due to associated construction noise, dust generation and the visual impact of the works, including the frequent movement of machinery. Access to and from the golf course via London Road would be unaffected from the south, while there may be some travel delays from the west due to the implementation of traffic management controls across the construction footprint
- A low to moderate negative direct impact because of not being able to access areas of Crown Land, which forms a passive open space that is used for (dog) walking.

#### **Operation**

Once the proposal is open to traffic, people would be able to use the remaining Crown Land for recreational purposes. The only residual impact would be caused by the fencing-off the road to prevent pedestrian access and the rationalisation of east-west crossing points. This may make access to the Crown Land more inconvenient for people. However, these direct impacts are assessed as low and negative as there is likely to be sufficient residual available land to provide access.

The only expected negative recreational impact would be for users of the facilities at the golf course. Certain holes would directly overlook the proposal, while the movement of traffic along the bypass would affect the tranquillity and amenity for players. While the noise mitigation guidelines do not require the need to provide noise treatment or mitigation for the golf course (refer to Appendix E of the REF), the regular movement of vehicles, the majority of which are heavy vehicles, and the proximity of the London

Road intersection, which would potentially see an increase in the use of air breaks, would result in a moderate indirect negative impact. However, the frequency of traffic movements on the highway would be limited to an average of 200 vehicles per hour during the day (refer to Table C.6 in Appendix E of the REF). It is not possible to predict the frequency with which vehicles would pass the golf course, however as is typical with single-lane heavy vehicle routes, the traffic is likely to travel in convoys due to the limited passing opportunities. This means there would be respite quiet periods, allowing people to play their shots.

Following consultation, the bypass design was changed to include an eastern connection to London Road which would provide better access to the golf course in the future. This is considered an indirect low positive impact of the proposal.

## 5.4.2 Emergency services

Emergency access would be maintained during construction and operation.

### **Construction**

Emergency services routes would be reviewed, modified and accommodated within the construction management plans to ensure that vehicles can safely and efficiently access the local and regional road network. This would ensure that travel times between communities and emergency medical facilities are not impacted.

### **Operation**

The inclusion of roundabouts and connecting roads would at least maintain and potentially improve access and safety for emergency service vehicles. It may also improve incident response times throughout Parkes and the surrounding area because of the reduced traffic in the town and improved access in to the town. This is considered a low indirect positive impact.

It is also likely that improved traffic conditions within Parkes and streamlined freight movements would improve pedestrian and road safety within the town centre. This is considered a low indirect positive impact.

## 5.4.3 Schools

All schools and educational institutions in Parkes are centrally located within the townships, except for the Parkes Christian School, which is located to the west of the bypass alignment.

### **Construction**

The temporary access restrictions, diversions and traffic management controls along Back Trundle Road and Victoria Road needed to construct the bypass and build the shared-use pedestrian/cyclist bridge would create a travel barrier between the Christian School and the township. This may affect access to the school for parents, teachers and students.

For parents and teachers, the extent of any direct impact would be the inconvenience of the any travel delays and an estimated 2 to 5 minute increase in journey times from using an alternative route via Condobolin Road and Moulden Street. For the school children that currently walk or cycle to the school these direct impacts would be moderate and negative as it is unlikely that a practical alternative could be provided. This would mean children would either need to catch a bus or be dropped-off by parents.

### **Operation**

Once operational, the provision of a dedicated off-road pedestrian and cycle route between the township and school is considered a moderate direct positive impact in providing a means for children, parents and teachers to travel to and from the school. Road access would also be provided; however, parents

and teachers would need to access the school via Condobolin Road. This may inconvenience people who previously used Victoria Street however the delays are considered to have a low negative direct impact. For people travelling further afield, there is also opportunity to use the bypass to reach the school.

There would also be amenity loss at the school due to an increase in ambient (traffic generated) noise. However, as reported in section 6.3.4 of the REF, the increase in noise at the school would be insufficient to see the need for it to be acoustically treated.

## 5.5 Impacts on community values

### 5.5.1 Road safety

Pedestrian and cycle access throughout Parkes is predominantly contained within the town centre and along major arterial roads. The proposal would alter east-west movement between central Parkes and areas of the west of the proposal.

#### **Construction**

The temporary access restrictions, diversions and traffic management controls needed for construction would inconvenience pedestrians and cyclists travelling west to east. Other than for the school children who cycle and walk to the Parkes Christian School, the impacts are considered negligible due to the low levels of active transport. Other than along Back Trundle Road, pedestrians and cyclists would be inconvenienced. As no alternative would be provided for the temporary loss of access along Back Trundle Road, impacts on pedestrians and cyclists would be greater. The impacts would be more notable for those people who routinely use these roads to access work or other amenities in the area. For recreational walkers and cyclists there are other routes available out to the west that they are unlikely to be impacted.

#### **Operation**

In maintaining east-west access and providing a dedicated shared-use bridge, there is predicted to be a neutral impact on pedestrians and cyclists, and potentially some local benefits for people who routinely or habitually travel along Back Trundle Road.

The removal of heavy vehicles from the town centre would make it a more pleasant and accessible place for pedestrians and cyclists. This is considered a moderate indirect positive impact. It would also provide an opportunity to improve pedestrian and cycling links and facilities in line with the Parkes Shire Pedestrian and Cycling Strategy 2015 (refer to Chapter 2). This could include the provision of services at strategic locations for travellers to stop, rest, research and find services in Parkes. Given the aging demographic of Parkes, there are also opportunities to improve universal access.

### 5.5.2 Community cohesion and participation

The Parkes community is characterised by a stable population and higher than average rates of community participation and engagement. This suggests that, like many regional centres, Parkes has a comparatively cohesive community and strong and established social networks.

#### **Barriers to access**

While access would be maintained, and in some instances improved under the proposal, there would be a perception of the proposal forming a barrier to the west. It is expected that community members would be concerned about reduced access in to and out of Parkes during construction and operation.

The proposal would create a point of severance in the landscape, which would be visible to the people in the low density residential areas to the west. This may increase their sense of isolation from Parkes and

disconnect from the sense of community participation and engagement. Again, this would be a hard impact to quantify as it is a subjective feeling felt on an individual basis.

The reduction of freight traffic through the centre of town is likely to have a positive effect insofar as removing perceived barriers by enhancing pedestrian safety, connectivity, street space and user experience along the existing north-south arterials. This may help or encourage communities and individuals access areas that were previously considered separate or dangerous to get to. This can open new areas of the existing township and encourage greater community cohesion. Again, the such impacts are hard to quantify as they are subjective.

Although Parkes operates as part of a network of regional towns including Forbes, Condobolin and Dubbo, the proposal is not considered to be a barrier between communities, as existing connecting road would be maintained. Therefore, there is not anticipated that the new bypass would result in behavioural change for people travelling between towns.

### ***Sense of community and placemaking***

#### **Construction**

Given the relatively stability residential population of Parkes, it is possible that the temporary influx of migrant workers would be perceived as change in the social fabric of the community through the introduction of new and unfamiliar groups. Encouraging workers to stay within the township and access local services and facilities would help to dissolve barriers between new and existing residents and continue to build on the strength of the local community.

#### **Operation**

Consistent with the introduced and perceived barrier effects to the west of Parkes would be the impacts caused by the changing land use and landscape to the west of the township as these are likely to alter the sense of place for residents of these areas, particularly those on lifestyle blocks. Change, including potential acquisition, may contribute to feelings of loss of local character amongst the community. This is most likely amongst those directly impacted by property acquisition.

It is not anticipated that the proposal would significantly impact on the sense of community and civic involvement for the general population of Parkes as facilities and population centre in town would be largely unaffected.

The dynamic nature of a 'sense of community' means that this continues to change and evolve over time in response to development and population change. While the introduction of the bypass would present a notable change to the sense of community in Parkes, both negatively to the west and positively in the town centre, it is part of a wider transformation that would be supplemented by the construction of the National Logistics Hub and Inland Rail. Nonetheless, there is opportunity through the changes introduced under the proposal (i.e. the removal of traffic in the town centre) to work with Council, the Chamber of Commerce and other placemaking stakeholders to activate and improve streetscapes on the existing north-south arterials, enhance activity within the town centre, and provide meeting places for community. From this, it is likely a new sense of community would emerge to reflect the changed amenity and public realm.

### **5.5.3 Amenity and lifestyle**

Amenity impacts refer to a loss of user value or enjoyment typically because of associated impacts relating to the generation of noise and vibration, air quality emissions, visual effects, and traffic and transport disruption. In the case of the proposal, amenity impacts would be greatest for the people that would live and work alongside the bypass or otherwise interact with the impacted areas. Converse amenity benefits associated with the proposal are focussed on those people that live, work, use or interact with the Parkes town centre as they would benefit from the reduction in traffic.

Specific technical assessments have been carried out to investigate potential noise, vibration, air quality, visual and traffic and transport impacts. Importantly, these assessments typically focus on quantify impacts against given criteria and guidance. They do not necessarily consider the more subjective amenity-response to these impacts which is specific and unique to the socio-economic character of the environment in which the proposal is constructed and it operates.

## **Construction**

Residents, businesses, facilities and land uses closest to the proposal alignment along the western fringe of Parkes would have the highest likelihood of experiencing negative direct and indirect amenity-related impacts during construction. This would take the form of a loss of value of the area because of: being impacted by construction noise and vibration; overlooking the construction works; being affected by the effects of dust dispersion (i.e. settling on windows, washing or parked cars); general littering and untidiness; and/or being inconvenienced due to the introduction of temporary access restrictions, diversions and traffic management controls. In all case, these direct negative impacts would be low, temporary and localised, only lasting for the construction period. However, people's visual amenity may be affected for a longer period until the provided landscape planting establishes and matures (refer to section 6.4 of the REF).

As a linear development, its construction would be progressive. This suggests that certain amenity-related impacts, such as noise, vibration, dust dispersion and traffic disruption may be transient and therefore less-impactful than a static form of development over the same project program. The exception would be around the construction compounds, where the impacts are likely to last for the duration of the construction program.

The temporary nature of construction impacts means that they are unlikely to alter the local character or perception of the area and may be more tolerated more by the local community. Nonetheless, the expected overall aggregated direct and indirect amenity impacts on the local community along the proposal alignment are expected to be low to moderate and negative.

The nature and level of impact depends on the construction program and method. However, the construction program would comply with relevant guidelines and standards and the works would be managed in accordance with approved management plans (refer to Chapter 7 of the REF) to ensure that disruptions comply with, and are managed in accordance with, relevant best-practice standards. These standards have been developed over time as they are proven to be effective in managing the typical range of construction-related impacts associated road building.

Residents and businesses would also be consulted to ensure impacts are understood and anticipated well ahead of time and that mitigation measures are appropriately implemented. The REF states that:

*“Roads and Maritime would continue to seek feedback from businesses, the local community, Parkes Shire Council, residents, the freight industry, and other key stakeholders as the design progresses.*

*The REF will be displayed for comment. Roads and Maritime will also hold community information sessions during this period. Following the public display period, Roads and Maritime will collate and consider the submissions received then determine whether the proposal should proceed as described in the REF, or whether any changes are required. A submissions report will then be published, which will respond to the comments received. Roads and Maritime will notify those who made submissions and distribute a community update. The update will summarise the submissions report and the actions Roads and Maritime took to address these comments”*

## **Operation**

The operation phase would result in permanent change to the local environment through the introduction of a new roadway, which would introduce a notable 'massive' and 'bulky' manmade structure in a natural environmental setting. It would also result in a change in local traffic conditions. The impacts would be most notable for people living and working close to the alignment as they would see the operational road (and associated street lighting) and hear the associated traffic. As reported in both supporting technical studies, the impacts are sufficient to warrant the need for mitigation in the form of urban, landscape and noise treatments. In all cases, the specifics of the mitigation would be confirmed during the detailed design. Nonetheless, both assessments confirm that there is the ability to mitigate the impacts to levels that are acceptable under statute and guidelines. The changes would however create a negative amenity impact for certain individuals due to the change in local character. How people respond to this socially is subjective, with certain people likely to accept the changes more easily than others. This makes it difficult to assess the magnitude of these amenity-related impacts, other than noting it is likely to negatively affect a few people to a medium or even major extent.

Comparatively, the reduction in traffic in the town would result in both an amenity improvement for people that live and work along the existing highway or use the associated amenities and facilities. This impact is likely to benefit a larger number of people, however due to the lesser-extent of the change, and the likely lower investment or reaction of people to the change, improvements would be moderate but will benefit a wider extent of the population.

Overtime, businesses, dwellings and facilities located along the existing highway corridor may capitalise on the improved amenity resulting from reduced congestion and heavy vehicle traffic as described in previous sections. Conversely, people living alongside the bypass may adjust to the changes.



# 6 Impact summary, safeguards and management measures

## 6.1 Summary

Table 6-1 presents a summary of the socio-economic impacts along with a description of the impact characteristics as defined in section 1.4.2.

Table 6-1 Impact summary

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
<b>Property and access</b>							
Property acquisition	<ul style="list-style-type: none"> <li>Loss of land from public and private property</li> <li>Acquisition from private landowners on land zoned for rural production (i.e. agriculture) or large lot residential, which would allow the residual land to be functionally used without the need for people to relocate</li> <li>Acquisition from 14 Crown Land lots which are either undeveloped land or form part of the TSR</li> <li>Relocation of a sheep shed and other outbuildings on one farm property. Consultation with the landowner confirms that this would have no material impact on operations.</li> <li>Inconvenience to landowners while the acquisition takes place and to the farm owner when relocating the sheep shed and outbuildings.</li> <li>Introduction of temporary access restriction, diversions and traffic management controls across the TSR during construction inconveniencing users</li> <li>Despite this, some form of continuous access along the entire route would be maintained while the road is being constructed.</li> </ul>	Negative	Direct	Construction Operation	Moderate	Moderate	Moderate
		Negative	Indirect	Construction	Moderate	Low	Moderate to low
		Negative	Direct	Construction	Moderate	Low	Moderate to low

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
	<ul style="list-style-type: none"> <li>Residual land along the TSR would be sufficient to provide continued access along the entire length. Bridges and intersections have been designed to maintain continuity</li> <li>East-west access across the TSR would be maintained via Condoholin Road. This may inconvenience users used to more open access across the entire TSR along its length.</li> </ul>	Negative	Indirect	Operation	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>Temporary land use changes in siting the construction compounds and ancillary facilities</li> <li>Managed by proposing to locate these facilities on Crown Land and/or low-productivity agricultural land (refer to section 3.4 of the REF).</li> </ul>	Negative	Direct	Construction	Low	Low	Low
	<ul style="list-style-type: none"> <li>Inconvenience for general road users and to specific properties in terms of short or infrequent delays from introduced temporary access restrictions, diversions and traffic management controls</li> <li>Additional inconvenience to property owners when the new accesses are built and the existing accesses are closed, including the possible need to use a temporary access.</li> </ul>	Negative	Direct Indirect	Construction	Moderate	Moderate	Moderate
Access	<ul style="list-style-type: none"> <li>Replacement accesses would be provided to all properties and Roads and Maritime is working with landowners and occupiers to determine feasible and reasonable alternatives</li> <li>There is no need to lengthen or provide alternative entry points to properties that would increase people's journey times, however people may be marginally inconvenienced by having to travel via an alternative route to reach their property.</li> </ul>	Negative	Direct Indirect	Operation	Low	Low	Low
	<ul style="list-style-type: none"> <li>Potential loss of certified training routes for a driving school either during construction, due to temporary access restrictions, detours and traffic management controls, or once the proposal is operational, due to the changed road conditions.</li> </ul>	Unknown	Indirect	Construction Operation	High	Low	Moderate

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
<b>Population and demographics</b>							
Population and demographics	<ul style="list-style-type: none"> <li>• Temporary creation of up to 400 jobs</li> <li>• If this labour can be drawn from the local market then it would have a greater social benefit.</li> <li>• Small temporary increase in migrant workers living in Parkes for up to three years</li> <li>• Potential small change in population profile in Parkes</li> <li>• Despite the flow-on effects in terms of demand for services, Parkes has sufficient provision as a regional town to accommodate the temporary workforce.</li> </ul>	Positive	Direct	Construction	Low	Moderate	Low
		Neutral	Indirect	Construction	Low	Low	Low
<b>Employment and business</b>							
Local and regional employment and business	<ul style="list-style-type: none"> <li>• Potential increased temporary demand in private room and house rentals to accommodate construction workers</li> <li>• Loss of rental housing stock availability for the existing community with concern about rental increases</li> <li>• Managed by the ability to temporarily accommodate construction workers in the range of available self-contained accommodation, hotel/motel space, and tourist parks in Parkes or by providing purpose-built accommodation.</li> <li>• Long-term reliable worker-accommodation income in the local economy</li> <li>• Additional construction-worker spending in the local community on convenience (e.g. cafés, restaurants) and core (e.g. doctors, mechanics) services.</li> <li>• Loss of construction-worker spending, which would be most notable for businesses that have come to rely on an increased (construction worker) customer base and/or where services and facilities were frequented by members of the construction workforce.</li> </ul>	Negative	Indirect	Construction	Low	Low	Low
		Positive	Indirect	Construction	Low	Low	Low
		Negative	Indirect	Operation	Low	Low	Low

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
	<ul style="list-style-type: none"> <li>Given the population fluctuations generated by major events such as the Elvis Festival, it is likely that the retail and hospitality industries and the residential communities of Parkes and surrounds are adaptable to temporary influx of construction workers</li> <li>Despite the Elvis Festival attracting more than 20,000 people, the construction workforce would only add about two per cent to the overall resources and services demand over this period. This is unlikely to have any material economic or employment impact and it is also unlikely to prevent people being able to find accommodation due to the available bed-space in Parkes</li> <li>Constructing the proposal is also unlikely to distract people from coming to events in Parkes over this period as it would be built offline and this could be further managed through the media and/or the use of signage on the approach roads.</li> <li>The operation of the proposal is unlikely to result in direct job creation. However, post-operational reviews of other bypasses show that there are wider employment and economic opportunities from other development associated with the road such as highway service centres.</li> </ul>	Negative	Indirect	Construction	Low	Negligible	Negligible
Town centre amenity	<ul style="list-style-type: none"> <li>With a predicted 74 per cent reduction in heavy vehicles travelling through the town centre there is opportunity to improve the town centre's street frontage amenity.</li> </ul>	Positive	Indirect	Operation	Moderate	Low	Moderate to low

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
Passing trade	<ul style="list-style-type: none"> <li>It is predicted that about 60 per cent of existing cars (light vehicles) would still travel through Parkes, adopting their current habits</li> <li>Parkes is also likely to 'succeed' (in terms of the factors identified in the review of bypassed towns) as it would only take about eight minutes to travel in to the town centre from the new bypass intersections, while the bypass would only be two kilometres west of the township. This is further supported by Parkes' population, its function as a regional centre, and its location from other major hubs; all of which would still attract people to visit and shop in the township.</li> <li>The removal of heavy vehicles in the town centre also provides opportunity to introduce amenity and safety improvements both of which are factors that may attract people into the township.</li> </ul>	Negative	Indirect	Operational	Moderate	Low	Moderate to low
Other regional industries	<ul style="list-style-type: none"> <li>Businesses that rely on using the local roads (i.e. the agricultural industry, the mines, and companies that transport or deliver goods) may be inconvenienced in terms of short, infrequent or temporary travel delays through temporary access restrictions, diversions and traffic management controls</li> <li>Key freight and tourist routes would remain open. Temporary traffic management controls would be adapted and modified to account for critical points during the year such as harvest time to prevent impacts. Despite the inconvenience, there is not expected to be any associated material economic impact.</li> </ul>	Neutral	Indirect	Construction	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>While the impacted private property includes agricultural land, the nature and scale of the impact would have minimal impact on the regional (agricultural) economy in terms of a material loss in productivity</li> <li>There is no predicted material economic impact on the viability, profitability, productivity and sustainability of agribusiness and overall industry in the area.</li> </ul>	Negative	Direct	Construction Operation	Moderate	Low	Moderate to low

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
	<ul style="list-style-type: none"> <li>Creation of a safer more efficient freight route along the Newell Highway</li> <li>Greater integration with, and access to, the planned National Logistics Hub and the zoned industrial area off Harigan Avenue.</li> </ul>	Positive	Direct	Operation	Moderate	Moderate	Moderate
<b>Social infrastructure</b>							
Recreational spaces including Parkes Golf Course	<ul style="list-style-type: none"> <li>Construction-generated impacts (noise, dust, traffic movements, and visual impacts) affecting the amenity of players, wedding guests and outdoor diners at the Parkes Gold Course.</li> </ul>	Negative	Indirect	Construction	Moderate	Moderate	Moderate
	<ul style="list-style-type: none"> <li>Temporary loss of access to the Crown Land as this is a passive open space that is used by (dog) walkers.</li> </ul>	Negative	Direct	Construction	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>Operational-generated impacts (noise, visual) affecting the amenity of players, wedding guests and outdoor diners at the Parkes Gold Course.</li> </ul>	Negative	Indirect	Operation	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>The inclusion of roundabouts and connecting roads would maintain access, for emergency vehicles.</li> </ul>	Positive	Indirect	Operation	Moderate	Low	Moderate to low
Parkes Christian School	<ul style="list-style-type: none"> <li>Temporary closure of the bridge over Victoria Road and Back Trundle Road would see the need for vehicle movements to the Parkes Christian School diverted Condobolin Road leading to inconvenience and short, infrequent or temporary travel delays.</li> </ul>	Negative	Direct	Construction	Moderate	Moderate	Moderate
	<ul style="list-style-type: none"> <li>Temporary closure of the pedestrian and cyclist path along Victoria Road and Back Trundle Road would impact school children as there are unlikely to be any practical safe alternatives available during construction.</li> </ul>	Negative	Direct	Construction	Moderate	Moderate	Moderate
	<ul style="list-style-type: none"> <li>Creation of a dedicated pedestrian/cycleway facility between Parkes and the Christian School via a bridge between Victoria Road and Back Trundle Road that would benefit school children and pedestrian and cyclists travelling east-west.</li> </ul>	Positive	Direct	Operation	Moderate	Moderate	Moderate

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
	<ul style="list-style-type: none"> <li>Parents and staff would have no vehicle access to the school via Victoria Road once the proposal is build. Instead they would need to use Condobolin Road, which would lead to a possible small increase in travel times.</li> <li>Amenity loss for pupils and teachers at the school through an increase in traffic generated noise. Note: the increase would however be insufficient to see the need for it to be acoustically treated.</li> </ul>	Negative	Direct	Operation	Moderate	Moderate	Moderate
		Negative	Indirect	Operation	Moderate	Low	Moderate to low
<b>Community values</b>							
Road safety	<ul style="list-style-type: none"> <li>Temporary access restrictions, diversions and traffic management controls needed for construction would inconvenience pedestrians and cyclists travelling west to east</li> <li>Recreational walkers and cyclists would have alternative routes available whereas people that routinely use Victoria Road and Back Trundle Road may be more inconvenienced.</li> <li>Creation of a dedicated shared pedestrian/cycleway facility between Parkes and Back Trundle Road via a bridge would benefit pedestrians and cyclists.</li> <li>The predicted 74 per cent reduction in heavy vehicles travelling through the town centre provides an opportunity to improve pedestrian, cyclist and traffic safety in the township.</li> </ul>	Negative	Indirect	Operation	Low	Low	Low
		Positive	Direct	Operation	Low	Low	Low
		Positive	Indirect	Operation	Moderate	Moderate	Moderate
Community cohesion and participation	<ul style="list-style-type: none"> <li>Perception that the bypass would form an access barrier between the township and people living and working in the west</li> <li>Concern that would isolate people resulting in a loss of community cohesion, participation and engagement.</li> <li>The predicted 74 per cent reduction in heavy vehicles travelling through the town centre may remove perceived barriers</li> <li>Potential for communities and individuals to be encouraged to access areas of the town that were previously considered separate or dangerous to reach. This may open new areas in the township and encourage greater community cohesion.</li> </ul>	Negative	Direct	Construction Operation	Moderate	Low	Moderate to low
		Positive	Direct	Construction Operation	Moderate	Low	Moderate to low

Impact sub-category	Summary of impacts	Nature of impact	Type	Stage / phase	Sensitivity	Magnitude	Level of impact
Sense of community and placemaking	<ul style="list-style-type: none"> <li>The temporary influx of migration construction workers may be perceived as a change in the social fabric of the community.</li> </ul>	Negative	Indirect	Construction	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>The perceived access barrier created by the bypass and property acquisition are likely to alter the sense of place and loss of local character for residents with views of the new bypass.</li> </ul>	Negative	Indirect	Construction	Moderate	Low	Moderate to low
	<ul style="list-style-type: none"> <li>The removal of heavy vehicles in the town centre provides opportunity to introduce amenity improvements which may improve the sense of place.</li> </ul>	Positive	Indirect	Operation	Moderate	Moderate	Moderate
<b>Local amenity</b>							
Amenity and lifestyle	<ul style="list-style-type: none"> <li>Residents, businesses, facilities and land uses would experience a loss of amenity value during construction. Amenity value would be affected due to the impact of construction noise and vibration; overlooking the construction works; being affected by the effects of dust dispersion (i.e. settling on windows, washing or parked cars); general littering and untidiness; and/or being inconvenienced due to the introduction of temporary access restrictions, diversions and traffic management controls</li> <li>Most impacts would be temporary in nature and localised or low level, however people's visual amenity may be affected for a longer period until the provided landscape planting establishes and matures.</li> </ul>	Negative	Direct	Construction	Moderate	Moderate	Moderate
	<ul style="list-style-type: none"> <li>Introduction of a 'massive' and 'bulky' manmade structure in a natural environmental setting, road traffic noise, and changes in local traffic conditions would subjectively affect certain individuals most likely living or working alongside the bypass.</li> </ul>	Negative	Direct	Operation	Moderate	Moderate	Moderate
	<ul style="list-style-type: none"> <li>The removal of heavy vehicles in the town centre provides would improve the amenity improvements for a wider population of people that live, work and visit Parkes.</li> </ul>	Positive	Direct	Operation	Moderate	Moderate	Moderate



## 6.2 Mitigation and consultation

A suite of mitigation and management measures are proposed either to capitalise on the opportunities to improve the amenity of Parkes town centre or to minimise potential adverse impacts. Roads and Maritime, would work closely with stakeholders and project partners to implements these measures.

### 6.2.1 Consultation

Early and ongoing consultation with directly affected stakeholders is fundamental to understanding identified impacts and to determine appropriate measures to address the needs and concerns of individual stakeholders. Broader engagement with the Parkes businesses and residential and visitor communities is important to enhance awareness of the proposal and to provide reassurance about fears, anxieties and concerns relating to the proposal during construction and operation.

The basis of this would be the preparation and implementation of a Communication Plan. This would outline relevant stakeholders and the appropriate level and scale of consultation and relationship management needed moving forward.

Roads and Maritime would implement the relevant management and mitigation measures under this plan.

## 6.2.2 Safeguards and management measures

Table 6-2 lists the safeguards and management measures that would be implemented to capitalise on the opportunities to improve the amenity of Parkes town centre or to minimise potential adverse impacts.

Table 6-2 Socio-economic safeguards and management measures

Impact	Environmental safeguard	Responsibility	Timing	Standard/additional safeguard
General socio-economic impact	<p>A Communication Plan (CP) would be prepared and implemented as part of the CEMP to help provide timely and accurate information to the community during construction. The CP would include (as a minimum):</p> <ul style="list-style-type: none"> <li>Mechanisms to provide details and timing of proposed activities to affected residents, including changed traffic and access conditions</li> <li>Contact name and number for complaints.</li> </ul> <p>The CP would be prepared in accordance with the <i>Community Involvement and Communications Resource Manual</i> (RTA, 2008).</p>	Contractor	Detailed design/ pre-construction	Core standard safeguard SE1
Amenity impacts for people living alongside the proposed bypass	<p>Roads and Maritime would consult with the following key stakeholders to address the following socio-economic related impacts and opportunities:</p> <ul style="list-style-type: none"> <li>Local businesses and Council to provide signage infrastructure at bypass and intersections to attract people from the bypass into Parkes</li> <li>Parkes Golf Club to address construction and operational amenity-related impacts for users of the golf course</li> <li>Parkes Christian School to develop a safe alternative for children to walk and cycle to school when Victoria Street is closed</li> <li>Bus operators to develop safe access routes to the Parkes Christian School during the construction and operation of the proposal</li> <li>The emergency services to ensure access routes are included in the construction delivery plans and associated management plans, as well as, the inclusion of specific emergency access routes in to and out of Parkes once the bypass is operational</li> <li>Pedestrian and cyclist groups to notify them of planned diversions and road configuration changes.</li> </ul>	Roads and Maritime	Detailed design and pre-construction	Additional safeguard SE2

Impact	Environmental safeguard	Responsibility	Timing	Standard/additional safeguard
Access changes to the travelling stock route	Continued access to the travelling stock route would be provided during construction and once the bypass is operational. Where necessary, Roads and Maritime would consult with relevant agricultural stakeholders (including the Department of Industry: Lands) and/or recreational users of the travelling stock route to notify them of any change in access points, which would be additionally advertised in the media and around the proposed work sites.	Roads and Maritime	Pre-construction	Additional safeguard SE3
Perceived passing trade loss in Parkes	Roads and Maritime would continue to work with the Chamber of Commerce, Council and other business-groups to ensure ongoing concerns are listed to and acted upon.	Roads and Maritime	Detailed design	Additional safeguard SE4
Perceived passing trade loss in Parkes	Roads and Maritime would develop and implement a Signage Strategy in consultation with the Chamber of Commerce, Council and other business-groups as part of the detailed design. The strategy would review previous bypassed towns to confirm the most effective way to attract people in to the town.	Roads and Maritime	Detailed design	Additional safeguard SE5
Private property acquisition, severance, residual functional use, and amenity-related impacts	<p>Roads and Maritime would continue consulting with directly (acquisition) and indirectly (amenity-related) impacted residents.</p> <p>Roads and Maritime would develop final property fencing, driveway and other property infrastructure adjustments in consultation with the affected property owners and this would be reflected in the detailed design.</p> <p>The impact of land acquisition would be assessed in accordance with <i>Land Acquisition (Just Terms Compensation) Act 1991</i>, the Land Acquisition Reform 2016, and the Land Acquisition Information Guide (Roads and Maritime, 2014).</p> <p>The assessment would consider each owner's remaining holdings accounting for the impacts of severance and/or the residual functional use of any remaining land. Roads and Maritime would engage an appropriately qualified property and/or agricultural specialist to assess these impacts and to identify alternative opportunities for their remaining holdings.</p> <p>Roads and Maritime would manage any residual land in accordance with its disposal processes. This would involve considering landowner requests for land swaps.</p>	Roads and Maritime	Detailed design	Additional safeguard SE6

Impact	Environmental safeguard	Responsibility	Timing	Standard/additional safeguard
Temporary access restrictions, diversions and traffic management controls	Roads and Maritime would work with the freight and agricultural industries to identify critical times during the year where access reliability is critical (e.g. harvest time). These would be included in the Traffic Management Plan.	Roads and Maritime	Detailed design	Additional safeguard SE7
Private property access changes	Roads and Maritime would work with the property owners whose accesses would be impacted by the proposal to discuss their needs. The final access arrangement would be agreed and they would form part of the detailed design.	Roads and Maritime	Detailed design	Additional safeguard SE8

## 7 References

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# Appendix A

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Detailed literature review





# Detailed literature review

## Gunning, Yass and Goulburn (Parolin, 2012)

Roads and Maritime commissioned a report to re-evaluate the findings of previous studies to understand the nature of longer-term economic impacts from bypass construction and operation on communities. The Parolin report updates a 1996 report prepared by the NSW Roads and Traffic Authority which studied the impact of a highway bypass on five rural communities. The report concluded that the degree of dependence of the town on highway trade is the most critical variable in understanding post-bypass economic impacts.

When preparing the updated report, three of the original five communities were revisited – Gunning (population 659 (2016 census)), Yass (population 6,500) and Goulburn (population 22,890 (2016 census)).

The three survey communities were revisited in 2011/12 with the intention of understanding the following questions:

### **1. What is the nature and types of longer-term economic impacts of the bypasses on the case study communities?**

- The Roads and Maritime Service report concludes, that for the three case study towns “the economic impact of a bypass road at these communities appears to have been short-term, certainly within the first year of the bypass opening”. Indeed, the report concludes that the three case study towns have derived economic development benefits from the bypass, “driven to a large extent by the re-capture of a larger portion of trade originating from the highway to pre- bypass levels”
- This study confirms the earlier literature review (Parolin, 2011) which stated that in the longer-term highway bypasses do not have adverse economic impacts on towns that are bypassed, and in most cases bypasses have resulted in economic development benefits for towns. However, it is noted that the degree of dependence on highway generated traffic is more significant than population size in understanding post bypass economic change. The study also suggests that “proximity to a larger centre is... of benefit to highway related businesses ... and influential in post bypass economic change”
- Gunning and Yass benefit from being commuting distance to Canberra (70 km and 61 km respectively). Gunning and Yass (and to a lesser extent, Goulburn) also benefit from being perceived as a logical overnight stop for motorists travelling between Melbourne and Sydney (Yass and Gunning approximately seven hours drive from Melbourne, Goulburn 7.5 hours’ drive). These three communities are examples of communities whose post-bypass recovery was aided by proximity to a larger centre (Canberra and to a lesser extent, Sydney).

### **2. How important is the highway and stopping traffic to the economic base of the case study communities given the long lapse of time since the original study?**

- The community at Yass, for example, recorded a drop in stopping traffic immediately after the bypass opened, however, levels quickly returned to and exceeded pre-bypass numbers. Now, 66% of light vehicles and 62% of heavy vehicles (stopping) vehicles stop at the service centre, with the remainder stopping in the town centre. The study concludes that “highway generated trade in 2011 has a significantly larger input to the local economy of Yass than it did even before the bypass opened”. Overall the study estimated that in Yass (in 2011) the total value of highway-related trade originating from expenditures made by travellers was in the order of \$71.5 million per year, compared to an estimate of town product of \$309.1 million
- Gunning, which is a smaller community experienced a different transition post-bypass. The original study concluded that due to its location between Goulburn and Yass, and lack of facilities for heavy

vehicles, it was unlikely to ever be more than an optional stopping place for fuel for most through traffic. The number plate surveys undertaken in March 2011 showed that 4.4% of light vehicles approaching Gunning came into the main street and stopped for more than 5 minutes (and only 2% of heavy vehicles) (although it was not possible to compare this with pre-bypass statistics). Overall the study estimated that for Gunning the total value of highway-related trade originating from expenditures made by travellers was in the order of \$4.4 million per year, compared to an estimate of town product of \$28.2 million (2011 results)

- In Goulburn, the bypass initially resulted in a substantial decrease in stopping traffic (of approximately 65%), and this number reduced by a further 30% after the Yass bypass opened in 1993. Since 1993 stopping traffic in the town has grown steadily, however, is (as of 2011) estimated to be 37.7% less than before the opening of the Goulburn bypass. Similarly to Yass, it was estimated that (of the stopping vehicles) a large proportion, say 60% or more, stop at a service centre, rather than the town centre. The study estimated that for Goulburn the total value of highway-related trade originating from expenditures made by travellers was in the order of \$84.6 million per year, compared to an estimate of town product of \$1.16 billion (2011 estimates).

### **3. How have highway related businesses adjusted over this long period of time? What changes have occurred to the main street of the case study communities?**

- Comparison of businesses surveyed pre-bypass to those surveyed in 2011 gives an insight into the potential bypass related changes, however, in all the surveyed communities other factors such as uncertainty in the farming sector, government services rationalisation, technology changes, and environmental concerns had also affected business operations. The record of existing businesses by industry pre-bypass was compared to the current situation for Gunning and Yass (this information was not available for Goulburn). Clearly important changes had happened in both communities. For example, in Yass; although 6 service stations were located in Yass pre- bypass, by 2011 there were three. The number of Smash Repairs companies had gone down from 3 to 1, and the number of repairs/ services business from 10 to 8. However, there were 2 new bed and breakfasts, 3 more clothing stores, 2 more cafes/ restaurants, and 4 more general retail businesses. Overall, the number of registered businesses in Yass had gone down by 5, from 82 to 77
- However, in Gunning there had been a noteworthy increase in the number of registered businesses, with 20 businesses registered in 2011, compared with 10 pre- bypass. The new businesses were made up of 1 additional bed and breakfast, 1 food store, 3 cafes/ restaurants and 6 other retail establishments (although 1 pharmacy had closed down).

### **4. How adequate is the methodology developed for the project in monitoring the longer term economic impacts of town bypasses?**

- The study found that methodology used in the original study and in the updated study was appropriate for monitoring the long-term impacts of bypass roads. It also confirmed that in the longer term the study communities did recover from the negative impacts of bypass roads (as anticipated in the original study and in the literature review).

The Roads and Maritime study suggests that motorists will adjust their stopping patterns on longer journeys, stopping at both service centres and main streets to acquire necessary services. However, it specifically highlights the importance of proximity to a major city (such as Canberra and Sydney in the case of Gunning, Yass and Goulburn) as the larger centre *“plays a major role in attracting through stopping travellers and this has likely been an important factor in mitigating the impact of the bypass in the longer term. It is unlikely that the three case study communities could have experienced a re-emergence of stopping traffic and of highway generated businesses, to the same extent, had they been located beyond the sphere of influence of these larger centres”*.

The Roads and Maritime study also concludes that the presence of service centre is “influential in attracting through stopping motorists back into these communities... and played an important role in mitigating the overall extent of job losses at communities affected by bypass roads”. The report

recommends further research into “the longer term economic impacts of town bypasses on communities that are not in proximity of a larger centre, or beyond the influence of a centre, or that do not have a service centre or plan to have one in the future”.

## Kempsey (Parolin, 2014)

A 2014 report prepared for Kempsey Shire Council (Parolin, 2014) reviewed the impacts of the 2012 realignment of the Pacific Highway to bypass Kempsey. Whilst Kempsey is on the Pacific Highway between Sydney and Brisbane, it is a substantial distance from both major centres (500 km from Brisbane, and 420 km from Sydney) and is therefore, like Parkes, in that it is beyond the influence of a major centre. Kempsey’s population in 2011 was 10,370 – comparable to Parkes (15,450 in 2016). Kempsey reported a high proportion of highway related trade – given that in 2011 24.4% of workers were in the Retail Trade, and also Accommodation, Cafes and Restaurants (two categories most likely to be linked to highway trade). The key findings of the report (in so far as they relate to Parkes) were:

- There was an estimated initial reduction in gross annual turnover for the town of 12.4%, reflecting that sixty-eight of the 115 surveyed businesses reported an initial reduction in sales and turnover (whether directly or indirectly)
- The businesses that were most likely to report reductions were service stations, food stores and eateries which accounted for 82% of the gross reduction in turnover. The least affected businesses were in accommodation and clubs/hotels sectors
- A small proportion of businesses (5.2%) reported turnover had increased since the bypass opened, and many attributed this to improved access to their premises for locals (3 take away establishments, 1 food store, 1 caravan park, 1 homewares/hardware store)
- There were 94 jobs reported lost from 34 businesses during the first 8 months after opening, however, 20 new jobs were created – resulting in a net loss of 74 jobs. At the time of publication (2014) a service centre was planned for the bypass which was expected to create more than 100 jobs. Therefore, overall it was anticipated that there would be a net increase in jobs
- The majority of businesses believed that ‘the diversion of through traffic from the town has had positive environmental effects as a result of the reduction in noise levels (particularly from heavy traffic) and pollution and dust levels, and that the main street has become safer for pedestrians”.



# Appendix B

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Business and stopper survey report



# Parkes Bypass

Business and Stopper Survey Results

December 2017







# Contents

- 1 Introduction..... 6
- 1.1 Background..... 6
- 1.2 Methodology..... 6
  - 1.2.1 Business surveys..... 6
  - 1.2.2 Stopper surveys..... 6
- 1.3 Purpose of this report..... 7
- 2 Business survey results..... 8
  - 2.1 Profile of the businesses ..... 8
    - 2.1.1 Location of business ..... 8
    - 2.1.2 Type of business..... 8
    - 2.1.3 Length of operation..... 9
    - 2.1.4 Previous business location ..... 10
    - 2.1.5 Staffing the business..... 11
  - 2.2 Customer profile ..... 11
    - 2.2.1 Origin of customers..... 11
    - 2.2.2 Percentage of customers from various locations..... 12
  - 2.3 Passing trade ..... 14
    - 2.3.1 Percentage of trade who are passing motorists ..... 14
    - 2.3.2 Frequency of passing trade..... 14
    - 2.3.3 Seasonal variations for passing trade..... 15
    - 2.3.4 Estimated average spend by passing trade..... 17
  - 2.4 Other business information..... 18
    - 2.4.1 Customer mode of travel to business ..... 18
    - 2.4.2 Business trading hours..... 19
    - 2.4.3 Peak business trading hours..... 21
    - 2.4.4 Business advertising to customers..... 22
    - 2.4.5 Frequency of business advertising activities..... 23
    - 2.4.6 Business turnover ..... 24
  - 2.5 Perceived impacts..... 24
    - 2.5.1 Potential positive impacts during construction..... 24
    - 2.5.2 Potential positive impacts during operation..... 25
    - 2.5.3 Potential negative impacts during construction..... 26
    - 2.5.4 Potential negative impacts during operation..... 27
    - 2.5.5 Relocation of business outside of Parkes..... 28
    - 2.5.6 Perceived impacts to business turnover ..... 29
    - 2.5.7 Perceived impacts to due to reductions in passing trade ..... 30
    - 2.5.8 Perceived impacts of a calmed traffic environment..... 30
  - 2.6 Suggested strategies and mitigation measures..... 31
    - 2.6.1 Strategies for Roads and Maritime to consider ..... 31
  - 2.7 Other matters..... 32
    - 2.7.1 Economic perspective of Parkes..... 32
    - 2.7.2 Benefits associated with the proposal that might support local business 33

2.7.3	Factors that impact daily trade.....	34	
2.7.4	Support for the proposal.....	35	
2.7.5	Small business owner perspectives .....	35	
2.7.6	Other comments.....	36	
<b>3</b>	<b>Stopper survey results.....</b>	<b>38</b>	
<b>3.1</b>	<b>Survey context and response rates.....</b>	<b>38</b>	
<b>3.2</b>	<b>Survey location.....</b>	<b>38</b>	
3.2.1	Time, date and location of survey.....	38	
3.2.2	Proximity of businesses.....	38	
<b>3.3</b>	<b>Types of respondents .....</b>	<b>39</b>	
3.3.1	Residents, visitors and contractors.....	39	
3.3.2	Place of residence.....	40	
<b>3.4</b>	<b>Description of trip to Parkes .....</b>	<b>41</b>	
3.4.1	Reason for being in Parkes .....	41	
3.4.2	Local and regional residents: reason for being in Parkes.....	42	
3.4.3	Visitors, past residents and contractors: reason for stopping in Parkes .....	42	42
3.4.4	Length of time spent in Parkes .....	43	
3.4.5	Destination of trip.....	44	
3.4.6	Parkes as the first stop on the journey .....	45	
3.4.7	Frequency of travel to Parkes.....	46	
<b>3.5</b>	<b>Expenditure in Parkes.....</b>	<b>47</b>	
3.5.1	Businesses visited while in Parkes.....	47	
3.5.2	Total spend in Parkes .....	48	
3.5.3	Location of spending.....	49	
<b>3.6</b>	<b>Factors respondents like about Parkes.....</b>	<b>50</b>	
3.6.1	Visitors: Would you stay overnight in Parkes?.....	51	
3.6.2	Visitors: Would you come back to Parkes?.....	52	
3.6.3	Would you recommend others come to Parkes?.....	53	
<b>3.7</b>	<b>Awareness and position on the proposal .....</b>	<b>54</b>	
3.7.1	Awareness of the proposal.....	54	
3.7.2	Likelihood of using the bypass or visiting Parkes.....	55	
<b>3.8</b>	<b>Suggested strategies and mitigation measures.....</b>	<b>55</b>	
3.8.1	Strategies to promote Parkes.....	55	
<b>3.9</b>	<b>Respondent Profile.....</b>	<b>56</b>	
3.9.1	Occupation.....	56	
3.9.2	Age.....	57	
	<b>Appendix A: business survey questions and results .....</b>	<b>59</b>	
	<b>Background.....</b>	<b>60</b>	
	<b>Business surveys.....</b>	<b>60</b>	
	Business survey structure and questions.....	61	
	Background.....	61	
	Questions.....	61	

Appendix B: stopper survey questions and results..... 70

Background .....71

Stopper surveys.....71

Stopper survey structure and questions..... 72

Background ..... 72

Questions..... 73



# 1 Introduction

## 1.1 Background

Roads and Maritime Services (Roads and Maritime) proposes to build a new 10.5-kilometre-long bypass about 600 metres west of the existing Newell Highway in Parkes (the Parkes bypass). Parkes is a town in central west NSW located at the intersection of the Newell Highway and two major railway lines that run between Parkes and Perth, via Broken Hill, and Adelaide and Darwin. It is located within the Parkes Shire Local Government Area. The Parkes Bypass is one of several upgrades proposed for the Newell Highway as part of the Newell Highway Corridor Strategy.

The proposal is being determined as an activity under Part 5 of the NSW *Environmental Planning and Assessment Act 1979*. This process involves the need to prepare a review of environmental factors to “examine and take in to account to the fullest extent possible, all matters affecting or likely to affect the environment by reason of the activity”.

A key matter for the community is the proposal’s potential socioeconomic impact on Parkes, including loss of passing trade. To address these issues and concerns, business and stopper surveys were carried out as documented in this report.

## 1.2 Methodology

### 1.2.1 Business surveys

WSP carried out business surveys in Parkes town centre, on behalf of Roads and Maritime, between 17 July and 4 August 2017. The purpose of this survey was to understand:

- The types of businesses in Parkes, the type of customers they receive and perceived degree to which businesses rely on passing trade
- Potential seasonal variations in business and the factors that impact daily trade
- The perceived impact that the proposal would have on business and trade in Parkes
- Potential strategies to minimise the proposal’s impact on local business.

A total of 105 businesses that are potentially impacted by the proposal were surveyed. The following tasks were carried out to develop and administer the surveys:

- Develop survey questions in consultation with the local community feedback
- Create an online survey template to allow for systematic data entry, compilation and analysis
- Contact each business in advance to inform them about the survey
- Carry out face-to-face surveys and compile the information online.

### 1.2.2 Stopper surveys

People were approached (and stopped) in several locations in Parkes between 22 July and 28 July 2017 and asked a series of questions to supplement the business survey. While there was a varied response rate depending on the survey location, a total of 75 people participated in the survey.

The purpose of the surveys was to:

- Understand the attitudes of the people in Parkes including their reason for being in Parkes, length of their stay, activities undertaken during their stay, money spent in the community during their stay, and potential for coming back to Parkes in the future
- Understand potential changes in stopper behaviour once the proposal is operational
- Ask for recommendations to encourage stoppers to continue to visit Parkes after the bypass is operational.

The surveys were carried out in several locations in Parkes (the Parkes town centre, at the Dish, at the hockey sports centre, and at businesses along the Newell Highway). The following tasks were carried out to develop and administer the survey:

- Develop survey questions (refer to Appendix A and Appendix B)
- Create an online survey template to allow for systematic data entry, compilation and analysis
- Carry out face-to-face surveys at locations in and around Parkes near the businesses that potentially receive passing trade.

### **1.3 Purpose of this report**

The purpose of this report is to present the findings of the business and stopper survey responses, understand the proposal's perceived impact on business and trade in Parkes, and identify the strategies to minimise any identified impacts. Chapter 2 presents the businesses survey findings and Chapter 3 presents the stopper survey findings.

## 2 Business survey results

This Chapter describes the questions and results of the business surveys. A representative sample of 105 businesses identified as potentially receiving passing trade or as likely to be affected by the bypass were surveyed. Questions asked were a mix of multiple choice questions and open-ended questions.

### 2.1 Profile of the businesses

#### 2.1.1 Location of business

Business representatives were asked provide where their business was located. One respondent did not provide an answer to this question.

The businesses were then classified into location sectors based on their response. Location sectors identified were town Centre, east, north, west, south and outside of Parkes. Businesses located in the town centre, east, north and south sectors would be bypassed. Businesses located outside of Parkes would not be bypassed. Businesses located in the west sector would be bypassed but would be closest to the bypass alignment. The bypass alignment has the potential to provide future opportunities for development along its alignment .

Table 2.1 lists the streets that fall within each location sector and the number of businesses that were surveyed in each location sector.

*Table 2.1 Location sectors for businesses*

LOCATION SECTOR	STREET/BUSINESSES IN THE LOCATION SECTOR	NUMBER OF BUSINESSES IN EACH AREA	% OF TOTAL
<b>Town centre</b>	Clarinda Street, Clarke Street, Orange Street, Currajong Street, Welcome Street, Bushman's Road, Bogan Street, and Weston Street	66	63%
<b>East</b>	Henry Parkes Way, Danilenko Street, and Mengarvie Road	3	3%
<b>North</b>	Peak Hill Road	9	9%
<b>West</b>	London Road, Moulden Street, Billy Mac Place, Brolgan Road, Bushman Street, and Back Trundle Road	11	2%
<b>South</b>	Royal Street, Ballerdee Road, Saleyards Road, Woodward Road, and Froggly Street	13	12%
<b>Outside of Parkes</b>	Telescope Road	2	10%
<b>Did not respond</b>	-	1	1%
<b>TOTAL</b>	-	105	100%

#### 2.1.2 Type of business

Business representatives were asked to choose a category that best describes their business sector or type. Table 2.2 lists the sectors/types of businesses that were surveyed.

Table 2.2: Business survey respondents, broken down by industry

INDUSTRY TYPE	NUMBER OF RESPONDENTS	% OF BUSINESSES SURVEYED
Accommodation and food services	29	28%
Agriculture, forestry and fishing	5	6%
Arts and recreation services	1	1%
Construction	1	1%
Education and training	2	2%
Financial and insurance services	3	3%
Health care and social assistance	1	1%
Manufacturing	2	2%
Professional, scientific and technical services	1	1%
Public administration and safety	1	31%
Rental, hiring and real estate services	2	2%
Retail trade	39	37%
Transport, postal and warehousing	7	7%
Wholesale trade	3	3%
Other (including tourism, mining, utilities and other)	8	8%
<b>TOTAL</b>	<b>105</b>	<b>14%</b>

### 2.1.3 Length of operation

Business representatives were asked how long their business had operated in their current location. Responses are presented in Figure 2.1 and listed below:

- Three businesses (3%) have operated less than 12 months
- Five businesses (5%) have operated between one to two years
- Nine businesses (9%) have operated between three to five years
- 14 businesses (13%) have operated between six to 10 years
- 20 businesses (19%) have operated between 11 to 20 years
- 54 businesses (51%) have operated over 20 years.



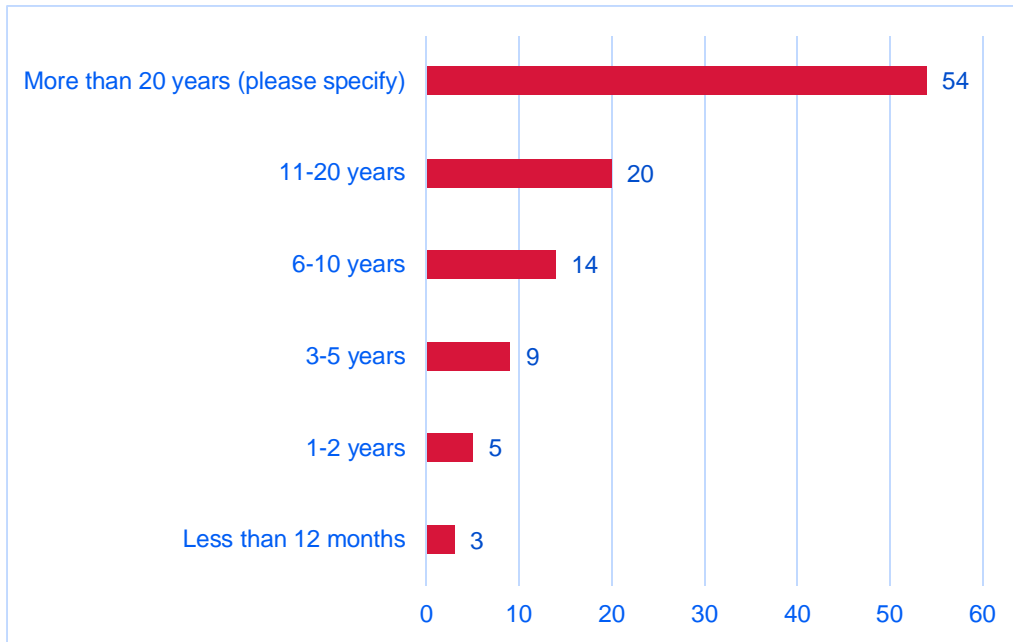


Figure 2.1: Length of time the business has operated

#### 2.1.4 Previous business location

Business representatives were asked where the business was previously located. 64 respondents answered this question. Figure 2.2 shows that:

- 31 respondents (30%) said their business was previously located within Parkes
- 31 respondents (30%) said their business was opened as a new business
- One respondent (1%) said their business was previously located around Parkes (within 10 km)
- One respondent (1%) said their business was previously located regionally (within 50 km of Parkes).

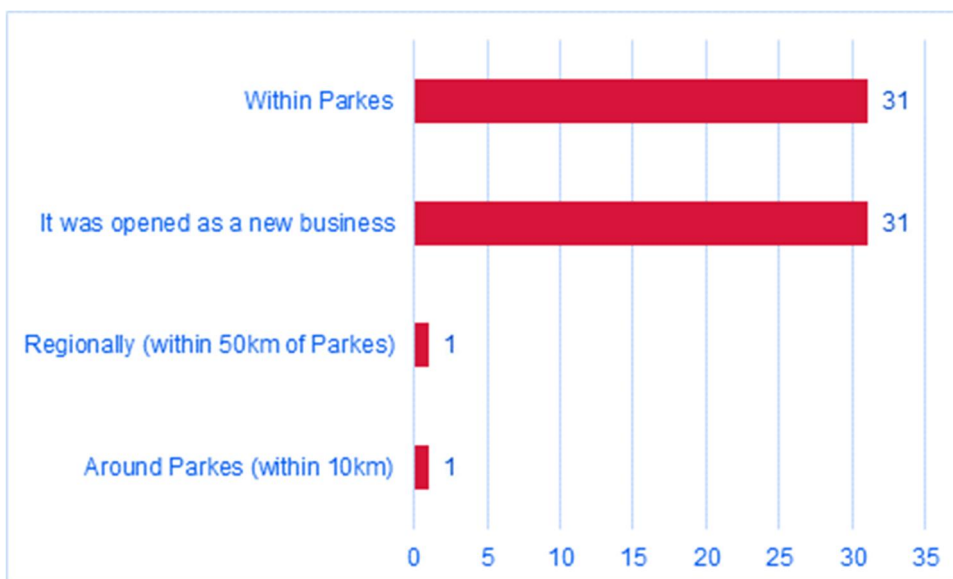


Figure 2.2 Previous business location

## 2.1.5 Staffing the business

Each representative was asked to confirm the number of employees within each business. The question did not distinguish between full-time and part-time staff. Table 2.3 shows the number of employees at each business and the estimated employee sample size.

- Five businesses (5%) employed only one staff member
- 38 businesses (36%) employed between two to five staff members
- 25 businesses (24%) employed between six to 10 staff members
- 26 businesses (25%) employed between 11 to 20 staff members
- Four businesses (4%) employed between 21 to 50 staff members
- Seven businesses (7%) employed over 50 staff members.

*Table 2.3 Estimate number of people employed in Parkes*

NUMBER OF EMPLOYEES	NUMBER OF BUSINESSES	ESTIMATED TOTAL SAMPLED EMPLOYEES	% OF ESTIMATED SAMPLED EMPLOYEES
<b>One</b>	5 (5% of businesses)	=1 × 5 = 5 employees	0.5%
<b>2 to 5</b>	38 (36% of businesses)	=2.5 × 38 = 95 employees	8%
<b>6 to 10</b>	25 (24% of businesses)	=7.5 × 25 = 187 employees	16%
<b>11 to 20</b>	26 (25% of businesses)	=15 × 26 = 390 employees	33.5%
<b>21 to 50</b>	4 (4% of businesses)	=35 × 4 = 140 employees	12%
<b>50+</b>	7 (7% of businesses)	=50 × 7 = 350 employees	30%
<b>Total</b>	105	=1167 employees	100%

## 2.2 Customer profile

### 2.2.1 Origin of customers

Business representative were asked to identify whether their customers were typically from Parkes, other regional NSW areas (including Forbes and Dubbo), Sydney, interstate, passing through the area, visiting Parkes or other. Respondents could select more than one answer (and as such percentages do not add up to 100%). All respondents answered this question. Figure 2.3 shows that:

- 78 respondents (74%) said they served customers from Parkes
- 62 respondents (59%) said they served customers from regional NSW
- 46 respondents (44%) said they served customers who were passing through
- 38 respondents (36%) said they served interstate customers
- 30 respondents (29%) said they served other customers
- 25 respondents (24%) said they served customers who were visiting Parkes

- 19 respondents (18%) said they served customers from Sydney
- One respondent (1%) said they were not sure of the origin of their customers.

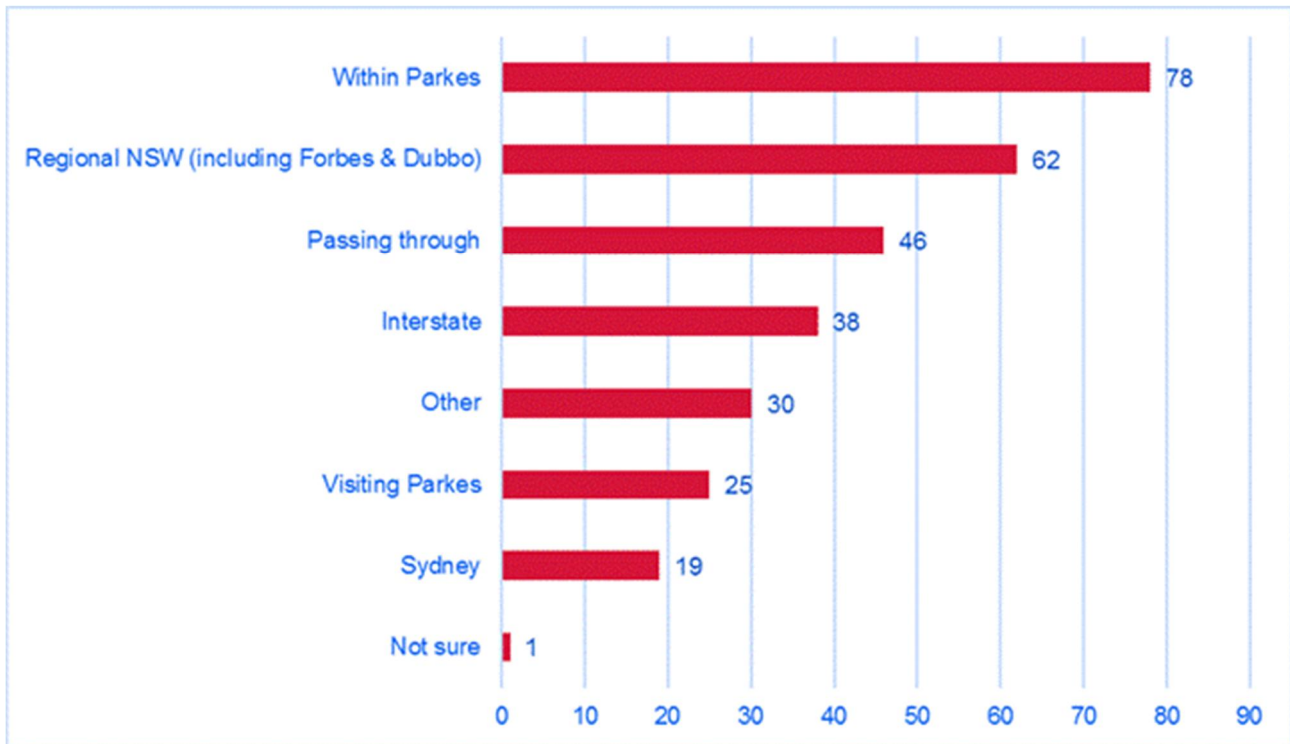


Figure 2.3: Customer type

Common responses in the ‘other’ category were ‘surrounding Parkes’ and ‘Parkes shire’ including Forbes, Condolbolin and regional farmers. A number of respondents also identified that they had customers overseas or interstate.

Data show that most respondent businesses received a mixed customer base with some local/regional trade, visitors and passing trade. 13 businesses (12%) identified that they serve only customers from within Parkes and another five businesses (5%) identified that they serve only customers from within Parkes and the surrounding area (including Forbes, Dubbo and Condobolin).

### 2.2.2 Percentage of customers from various locations

Each business representative was then asked to identify what percentage of their custom was from Parkes, other regional NSW areas (including Forbes and Dubbo), Sydney, interstate, passing through the area, visiting Parkes or other. This was an open-ended question and respondents were able to provide an answer for each of the locations. As respondents were able to provide any estimate, responses were categorised into ranges for the purposes of reporting.

Table 2.4 shows the range and the number of businesses and their estimated percentage of customers from within Parkes, towns surrounding Parkes (Forbes and Dubbo) and from regional NSW.

Table 2.4 Percentage of customers from within Parkes and towns surrounding Parkes or regional NSW

CUSTOMER PERCENTAGE (%)	WITHIN PARKES	FORBES	DUBBO	REGIONAL NSW
0-10%	3	20	2	15
11%-20%	2	5	0	5
21%-30%	3	7	1	9
31%-40%	5	0	0	2
41%-50%	13	0	0	3
51%-60%	5	0	0	2
61%-70%	13	0	0	0
71%-80%	22	0	0	0
81%-90%	13	0	0	0
91%-100%	3	0	0	0
<b>Total number of businesses who responded</b>	82	32	3	36

Table 2.5 shows the range and the number of businesses and their estimated percentage of customers from interstate, Sydney, passing through the area, visiting Parkes and the businesses who were not sure or identified other sources of customers.

Table 2.5 Percentage of customers visiting or passing through Parkes, interstate, Sydney or other locations

CUSTOMER PERCENTAGE (%)	INTERSTATE	SYDNEY	PASSING THROUGH THE AREA	VISITING PARKES	NOT SURE	OTHER
0-10%	11	5	28	12	1	13
11%-20%	6	3	12	7	0	2
21%-30%	4	4	6	2	0	6
31%-40%	3	1	5	0	0	1
41%-50%	5	2	3	0	0	3
51%-60%	1	0	1	0	0	1
61%-70%	2	1	1	0	0	1

CUSTOMER PERCENTAGE (%)	INTERSTATE	SYDNEY	PASSING THROUGH THE AREA	VISITING PARKES	NOT SURE	OTHER
71%-80%	2	2	0	0	0	0
81%-90%	2	0	0	0	0	0
91%-100%	1	0	0	0	0	0
<b>Total number of businesses who responded</b>	37	18	56	21	1	27

## 2.3 Passing trade

### 2.3.1 Percentage of trade who are passing motorists

Each business representative was asked what percent of their trade they estimated to be passing motorists. Figure 2.4 shows that the most common responses were:

- No customers who are passing motorists (15 respondents or 14%)
- Less than 10% (40 respondents or 38%)
- 10 to 25% (22 respondents or 21%)
- 26 to 50% (19 respondents or 18%)
- 51 to 75% (four respondents or 4%)
- 76 to 100% (five respondents or 5%).

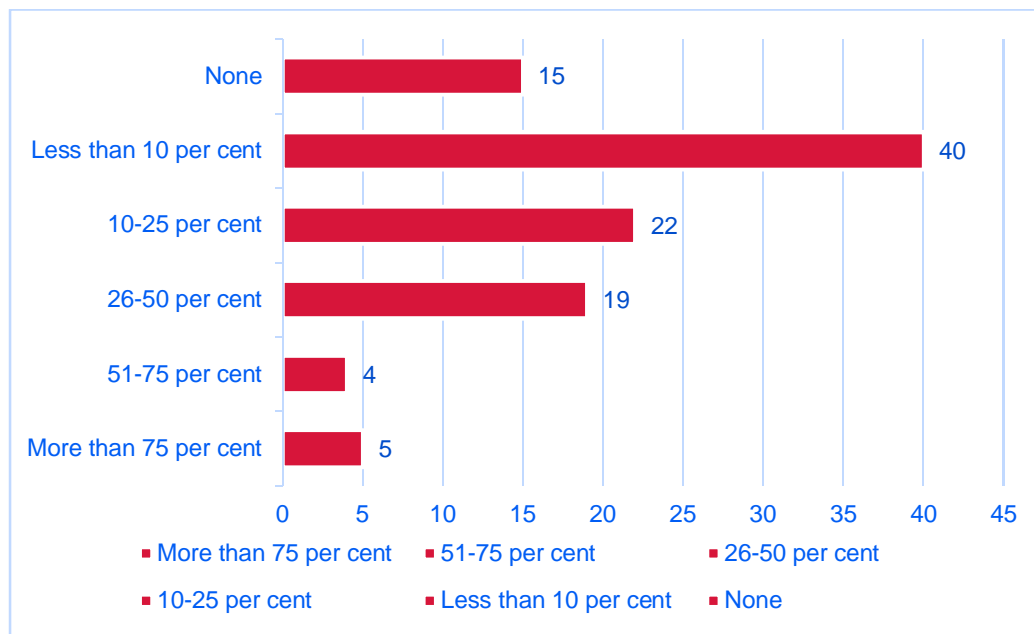


Figure 2.4 Percentage of passing motorists

### 2.3.2 Frequency of passing trade

Each business representative was asked how many days per week they served passing trade customers. Figure 2.5 shows that businesses perceived they served passing trade:

- More than five days a week (47 respondents or 45%)
- Three or four days a week (13 respondents or 12%)
- One or two days a week (29 respondents or 28%)
- Never served passing trade customers (16 respondents or 15%).

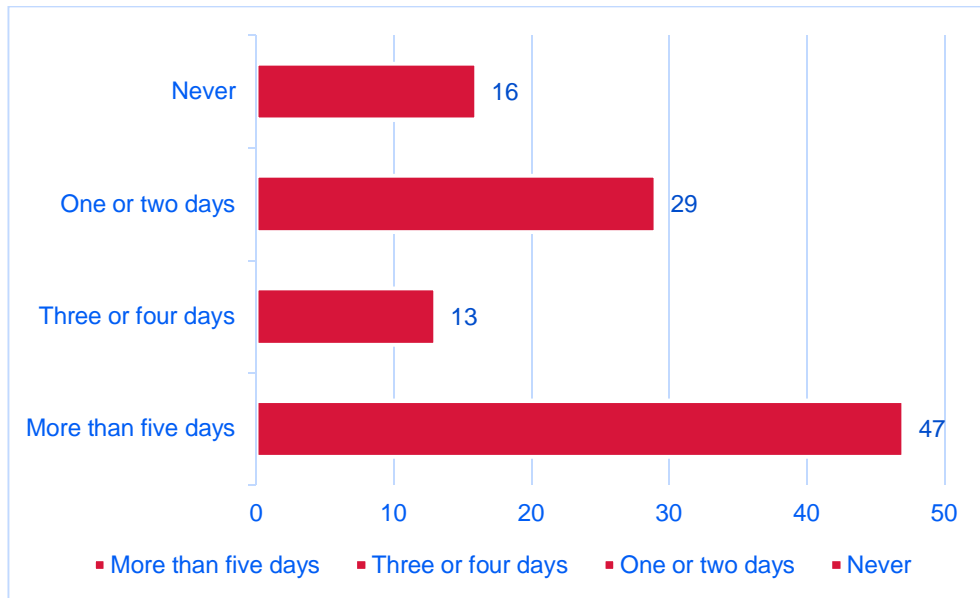


Figure 2.5: Frequency of passing trade

### 2.3.3 Seasonal variations for passing trade

Each business representative was asked whether they experienced any seasonal variation in passing trade custom. Three respondents did not answer this question. Figure 2.6 shows that:

- 69 respondents (66%) answered yes they experience some seasonal variation
- 33 respondents (31%) answered no they did not experience seasonal variation
- 3 did not respond (3%).

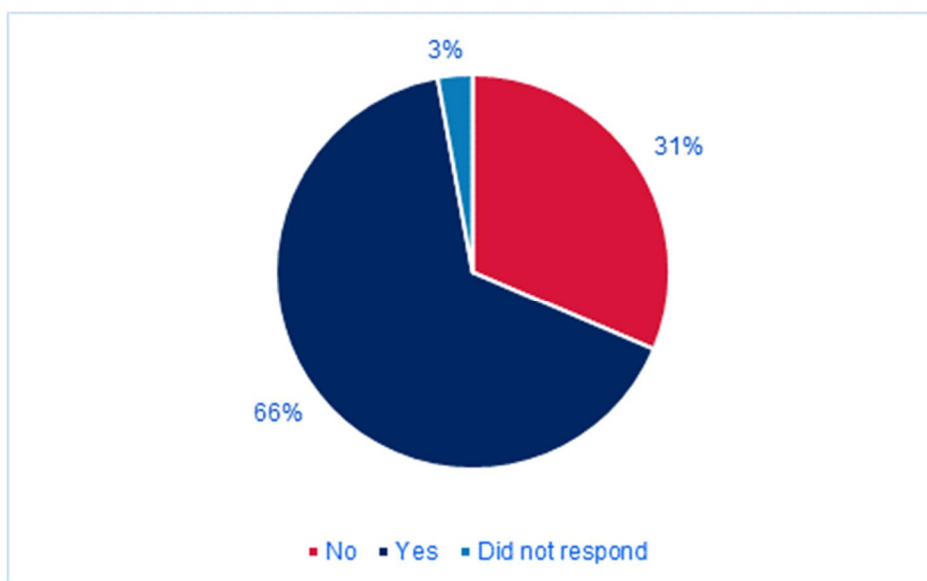


Figure 2.6 Seasonal variation in passing trade

If applicable, the business representative was asked what caused the variation in their passing trade custom. This was a multiple-choice question, and respondents could select more than one factor (and as such percentages do not add up to 100%). If respondents answered 'other' they could also provide an open-ended response to explain their answer. Twenty-five (25) respondents did not answer this question. Figure 2.7 shows that the most common responses were:

- School holidays (40 respondents or 38%)
- Local events and festivals (40 respondents or 38%)
- Time of year (six respondents or 34%)
- Weather (20 respondents or 19%)
- The harvest period (18 respondents or 17%)
- 'other' (29 respondents or 28%)

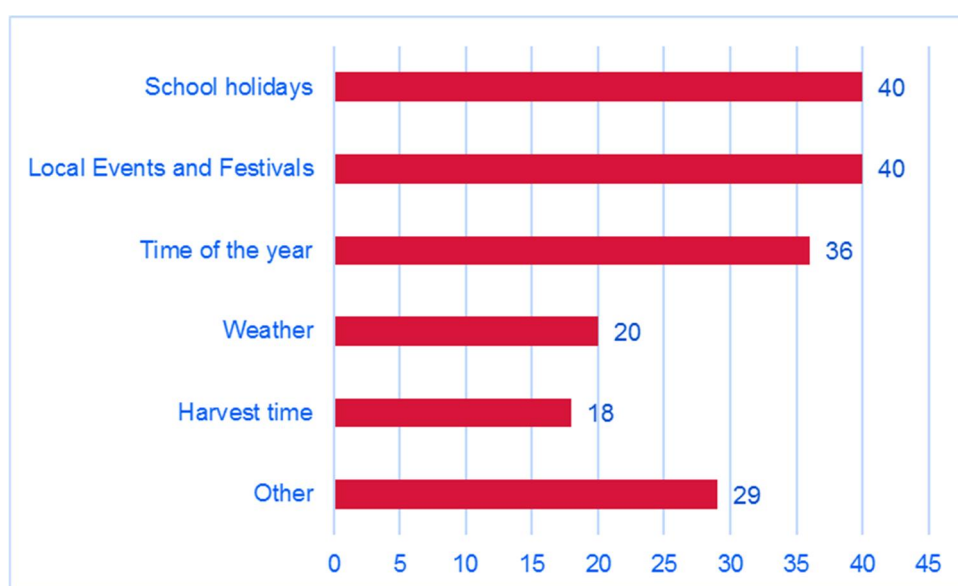


Figure 2.7: Causes of seasonal variation of passing trade

Respondents who selected 'other' were asked to explain their answer via open-ended response. Similar answers have been grouped under categories and an answer could be categorised into one or more categories. As summarised in Figure 2.8, the most common reasons included:

- Travellers going north during autumn and returning in spring (12 respondents or 11%)
- Seasonal work including mining (four respondents or 4%)
- Holidays, including Christmas (four respondents or 4%)
- Time of the year (three respondents or 3%)
- Events including the Elvis festival (three respondents or 3%)
- There is no seasonal variation in my business (three respondents or 3%)
- All the above (one respondent or 1%)
- The harvest (one respondent or 1%).

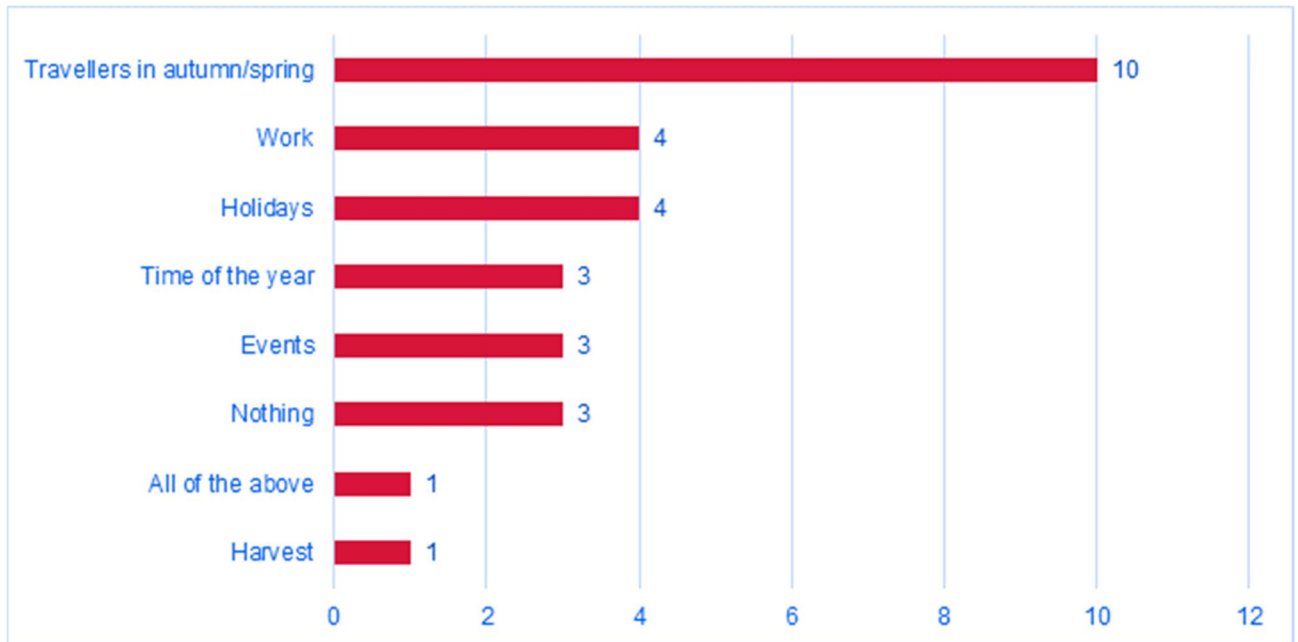


Figure 2.8 Other causes seasonal variation for businesses

### 2.3.4 Estimated average spend by passing trade

Each business representative was asked to estimate the amount of each passing trade customer would spend at their businesses on average. Seven respondents did not answer this question. Figure 2.9 shows that:

- 24 respondents (23%) stated that passing trade customers would typically spend 0-\$50
- 23 respondents (22%) stated that passing trade customers would typically spend \$51-\$100
- 26 respondents (25%) stated that passing trade customers would typically spend \$101-\$250
- Eight respondents (8%) stated that passing trade customers would typically spend \$251-\$500
- Two respondents (2%) stated that passing trade customers would typically spend \$501-\$1000
- One respondent (1%) stated that passing trade customers would typically spend \$1001-\$2000
- One respondent (1%) stated that passing trade customers would typically spend \$2001-\$5000
- Two respondents (2%) stated that passing trade customers would typically spend \$5001-\$10000
- Four respondents (4%) stated that they were not sure how much passing trade customers would typically spend
- Seven respondents (7%) answered 'other'.



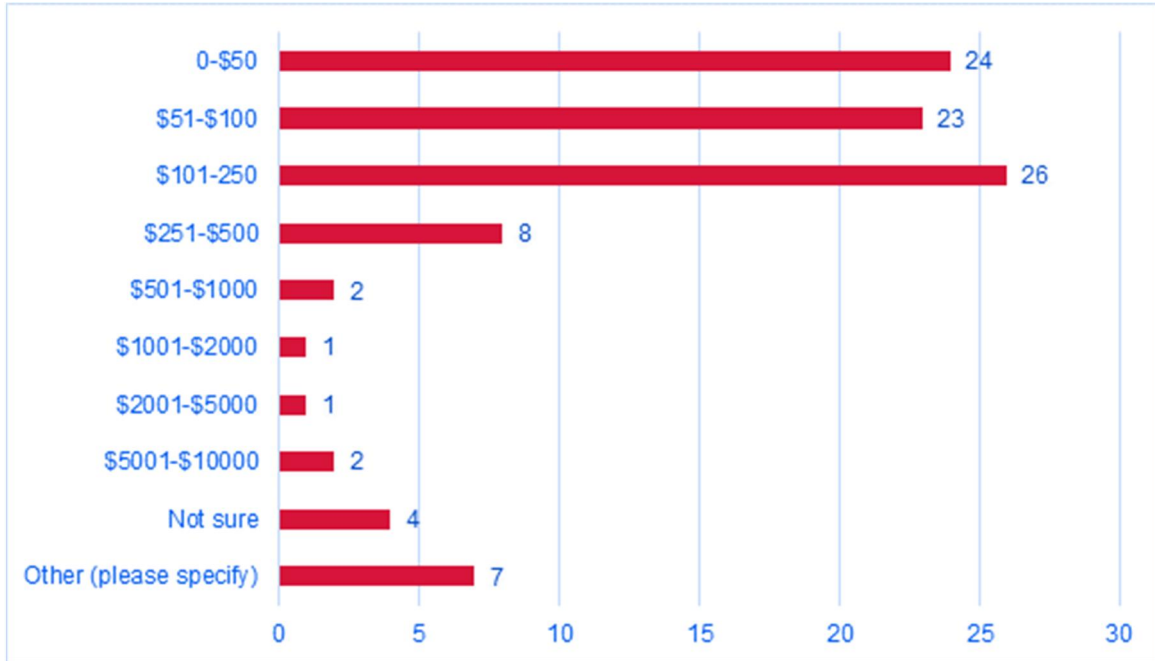


Figure 2.9: Estimated amount of customer spend

## 2.4 Other business information

### 2.4.1 Customer mode of travel to business

Each business representative was asked how people typically travel to their business. This was a multiple-choice question and respondents could select more than one answer (and as such percentages do not add up to 100%). One respondent did not answer this question. Figure 2.10 shows that:

- 101 respondents (96%) stated their customers travel by car
- 22 respondents (29%) stated their customers walked
- Six respondents (6%) stated their customers cycled
- Two respondents (2%) stated their customers travelled by bus
- 31 respondents (30%) answered 'other', including heavy vehicles, motorcycle, tour buses, motorhomes and taxis.

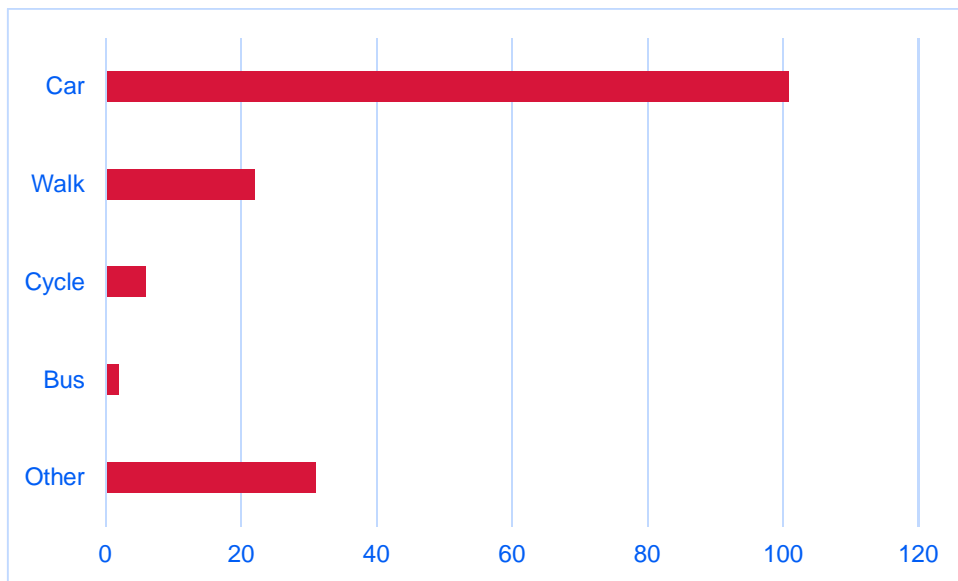


Figure 2.10 Customer mode of travel to business

## 2.4.2 Business trading hours

Each business representative was asked to describe their normal trading hours. This was a multiple-choice question and respondents could select more than one answer (and as such percentages do not add up to 100%). Respondents were also able to provide an open-ended response to describe their business hours. Two respondents did not answer this question. Figure 2.11 shows of the respondents who answered the multiple choice:

- 12 businesses (11%) operated between 6am and 9am
- 26 businesses (25%) operated between 9am and noon
- 27 businesses (26%) operated between noon and 2pm
- 25 businesses (24%) operated between 2pm and 5pm
- Seven businesses (7%) operated between 5pm and 10pm.

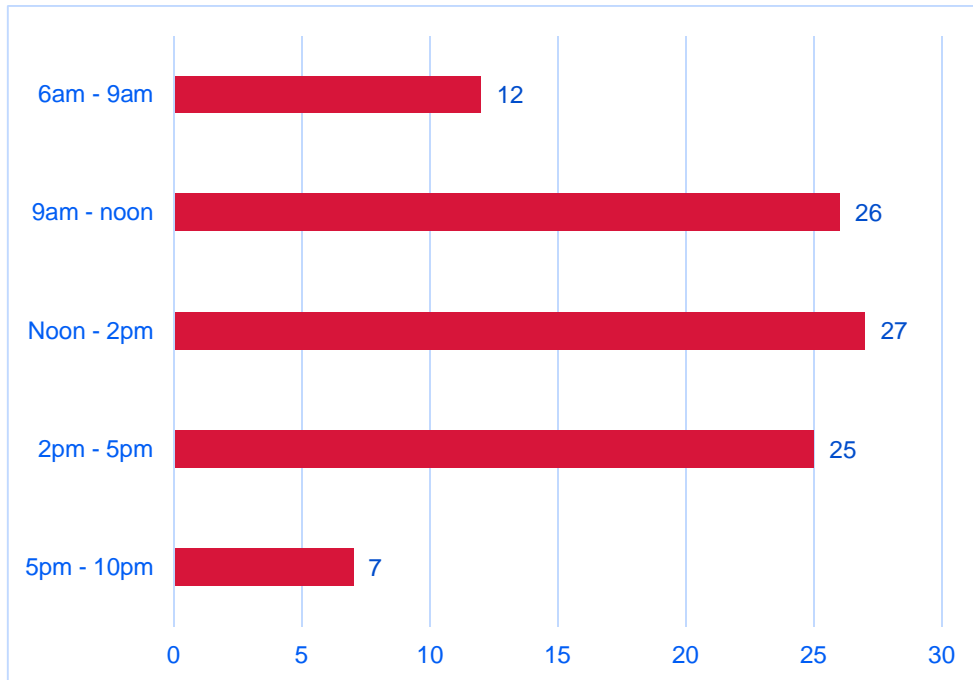


Figure 2.11 Normal business trading hours

Most business representatives (83 respondents or 79%) chose to respond to this question with an open-ended response to describe their normal trading hours. These responses have been categorised into groups where possible. The most common responses to this question are listed below and shown in Figure 2.12:

- A three-to-seven-hour trading period either in the evening or in the morning (seven businesses or 7%)
- A seven-to-10-hour trading period between the hours of 8 am and 6 pm (41 businesses or 39%)
- A 10-to-16-hour trading period usually beginning between 5 am and 10 am (23 businesses or 22%)
- 24-hour a day operation (six businesses or 6%).
- Seven-days a week (one business or 1%)
- On call (one business or 1%)
- When required (one business or 1%).

Three respondents mentioned other business hours including retail businesses who operated standard business hours during the week and limited hours on the weekend and late night trading; and businesses who opened different parts of their business at different times such as reception areas.

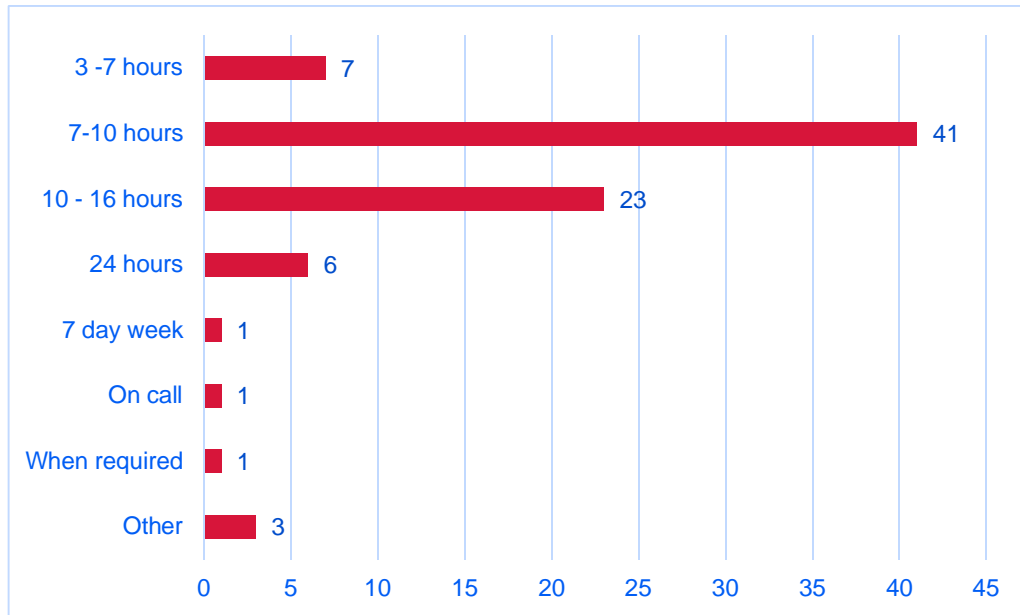


Figure 2.12 Business trading hours

### 2.4.3 Peak business trading hours

Each business representative was asked to describe their peak trading periods. This was a banded multiple-choice question and respondents could select more than one answer (and as such percentages do not add up to 100%). Two respondents did not answer this question. The most common peak time periods are listed below and shown in Figure 2.13:

- 6am - 9am (seven businesses or 7%)
- 9am - noon (19 businesses or 18%)
- Noon - 2pm (22 businesses or 21%)
- 2pm - 5pm (15 businesses or 14%)
- 5pm - 10pm (14 businesses or 13%).

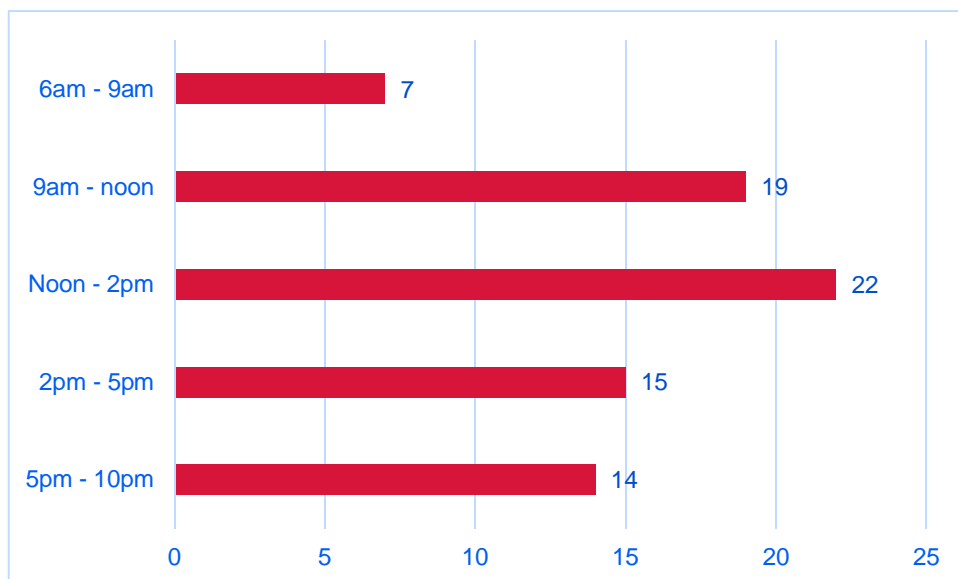


Figure 2.13 Peak time periods for businesses (question 16)

Respondents could also identify broader peak periods such as holidays. The most common peak periods are listed below and shown in Figure 2.14:

- No peak periods (12 businesses or 11%)
- Winter school holidays (14 businesses or 13%)
- Summer school holidays (28 businesses or 27%)
- Weekends (19 businesses or 18%).

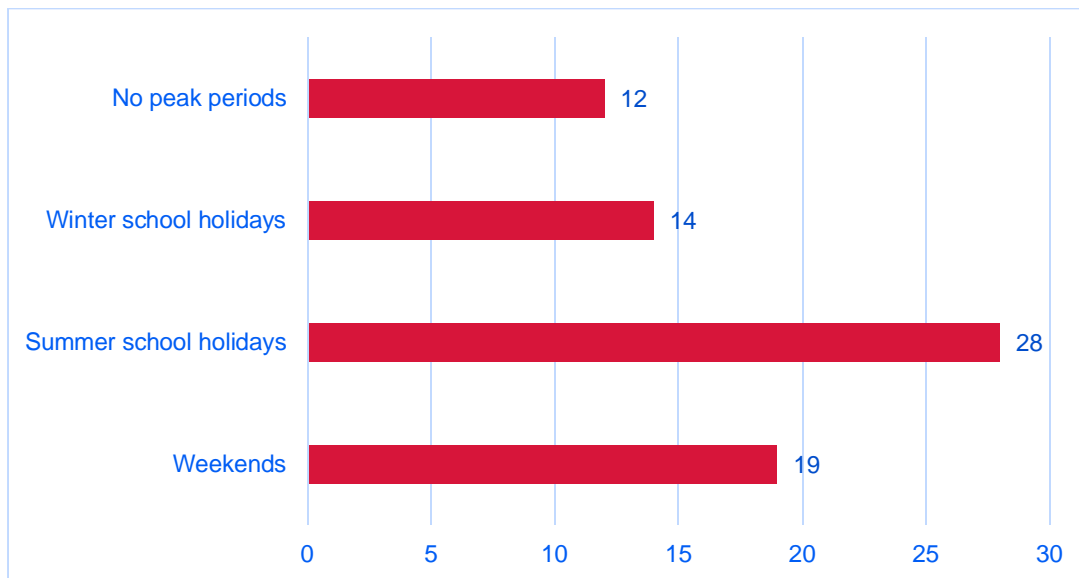


Figure 2.14 Broad peak periods for businesses

Business survey representatives could also choose to answer this question with an open-ended response. 60 respondents (57%) gave an open-ended respond to describe their business hours. These responses have been categorised into groups where possible and some responses fell into more than one category. Several respondents identified broad peak periods based on certain events. The most common broad periods included:

- Holiday such as Christmas, Easter and school holidays (10 businesses or 10%)
- Seasons (nine businesses or 9%)
- Events such as the Elvis festival (eight businesses or 8%)
- School term (two businesses or 2%)
- Harvest period (one business or 1%).

Many respondents also identified a broad peak time. The most common responses of this type included:

- Morning peak (six respondents or 6%)
- Midday peak (five respondents or 5%)
- Afternoon/evening peak (13 respondents or 12%)
- Standard business hours (two respondents or 2%)
- (A) specific day(s) of the week (three respondents or 3%)

Two respondents (2%) also identified that their business did not have a peak period.

#### 2.4.4 Business advertising to customers

Each business representative was asked how customers typically heard about their businesses. This was a multiple-choice question and respondents could select more than one answer (and as

such percentages do not add up to 100%). Two respondents did not answer this question. Figure 2.15 shows that the most common responses were:

- 'Other' (59 respondents or 56%)
- Social media promotions (54 respondents or 51%)
- Website – online stores (54 respondents or 51%)
- Signage (45 respondents or 43%)
- Radio advertising (41 respondents or 39%)
- Print media (38 respondents or 38%)
- Direct mail (21 respondents or 19%).

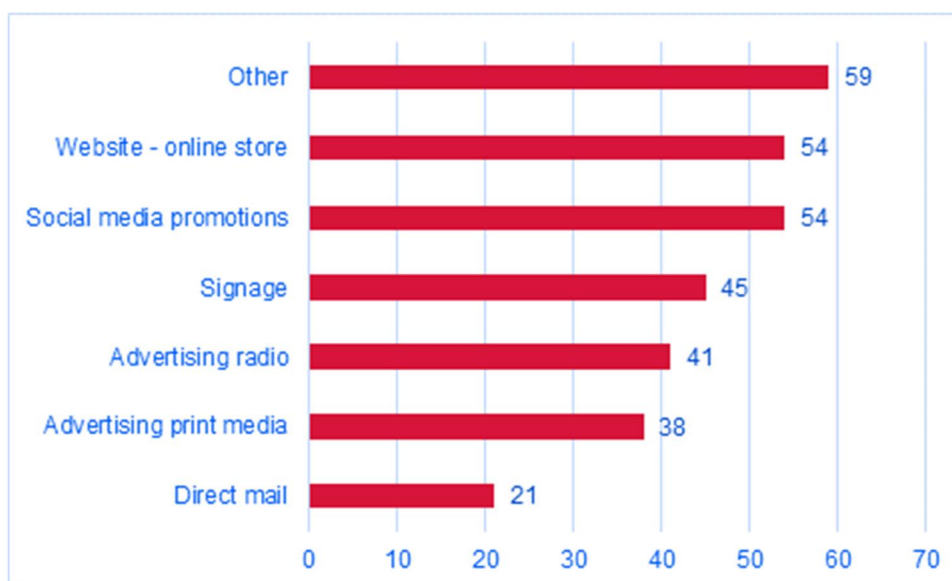


Figure 2.15 Advertising and businesses

Respondents who selected 'other' were asked to explain what other methods they used via open-ended response. Commonly mentioned advertising methods included word of mouth (23 respondents or 21%), third-party websites, agents and the Parkes visitor centre.

#### 2.4.5 Frequency of business advertising activities

Each business representative was asked how often their business typically undertakes advertising activities. 13 respondents did not answer this question. Figure 2.16 shows that respondents undertake these activities:

- Daily (53 respondents or 51%)
- Weekly (18 respondents or 17%)
- Fortnightly (five respondents or 5%)
- Monthly (12 respondents or 11%)
- Biannually (two respondents or 2%)
- Annually (two respondents or 2%).

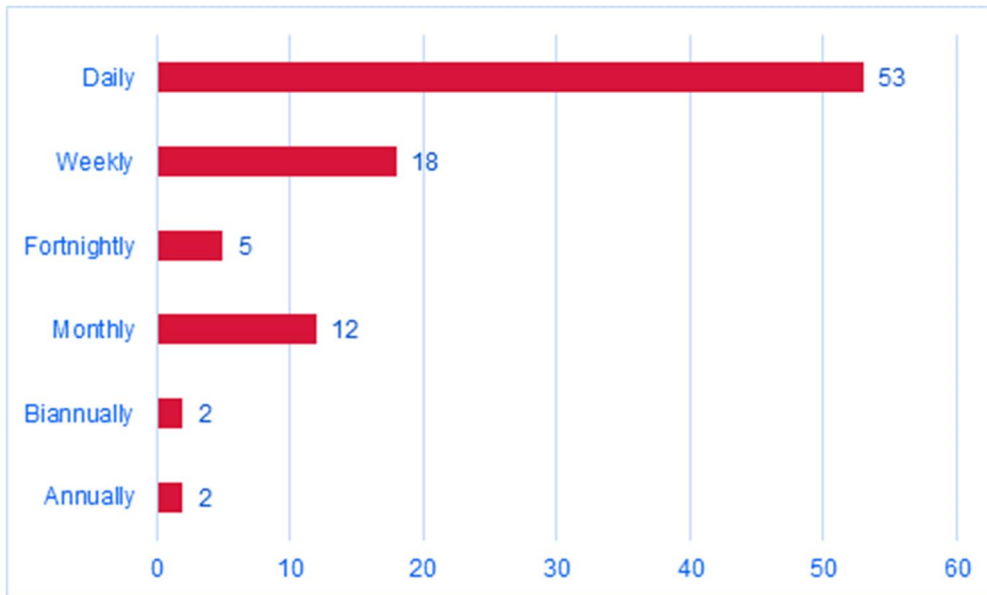


Figure 2.16 Frequency of advertising activities

### 2.4.6 Business turnover

Each business representative was asked their business' current turnover. All respondents answered this question. Table 2.6 lists the annual turnover of the businesses surveyed:

Table 2.6 Business turnover

BUSINESS TURNOVER (ANNUAL)	NUMBER OF BUSINESSES
Small Business, up to \$1M	53 (51%)
Small to Medium Business, \$1M to \$2M	19 (17%)
Medium to Large Business, \$2M +	28 (26%)
Not sure/ Not provided	5 (5%)
TOTAL	105

## 2.5 Perceived impacts

### 2.5.1 Potential positive impacts during construction

Each business representative was asked whether they predicted any benefits from the construction of the proposal on their business. This was a multiple-choice question and respondents could select more than one factor (and as such percentages do not add up to 100%). 103 respondents answered this question. Figure 2.17 shows that the main perceived potential benefits during construction were:

- Increased business from construction workers (45 respondents or 43%)
- Other impacts including increased short-term spending for local contractors (nine respondents or 9%)

In addition, 44 respondents (42%) replied that they did not think the proposal would have any benefits during construction and 11 respondents (10%) were not sure if there would be any construction impacts.

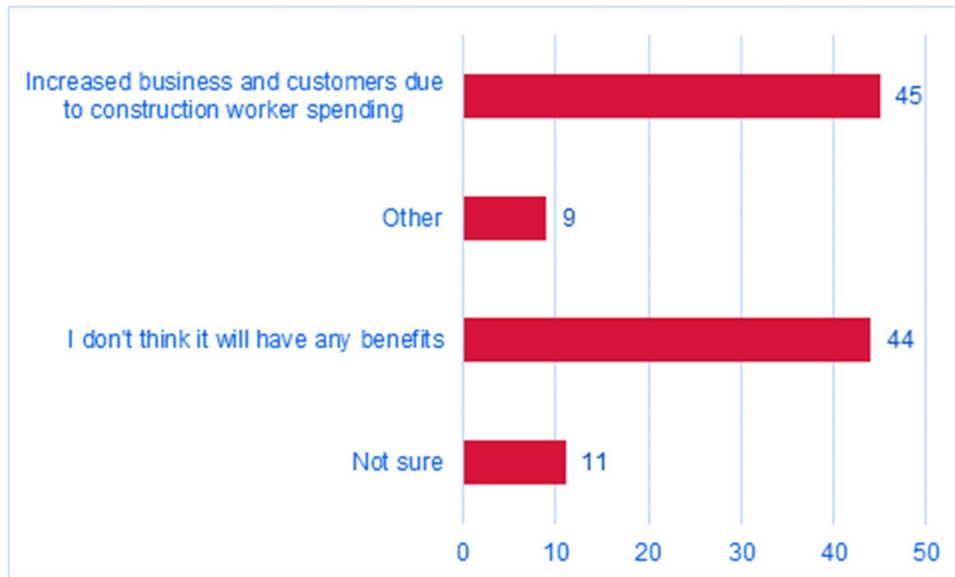


Figure 2.17 Potential positive impacts during construction

Respondents that answered 'other' could provide an open-ended response explain their position. Most respondents reaffirmed the benefits from short-term spending from construction and benefits to local contractors.

## 2.5.2 Potential positive impacts during operation

Each business representative whether they predicted any benefits from the operation of the proposal on their business. This was a multiple-choice question and respondents could select more than one factor (and as such percentages do not add up to 100%). 104 respondents answered this question. Figure 2.18 shows that the main perceived potential benefits during operation were:

- Other positive impacts including easing congestion, new business opportunities, improved amenity (21 respondents or 20%)
- Improved safety (18 respondents or 17%)
- Maintenance or improved local and regional custom (nine respondents or 9%)
- Increased business opportunities due to improved amenity in the town centre (six respondents or 6%)
- Better access to businesses and properties (four respondents or 4%)
- Decreased travel time for service delivery vehicles (two respondents or 2%)
- Increased opportunity on highway fronting land (two respondents or 2%)
- Decreased travel time for customers (one respondent or 1%)

Sixty-four (64) respondents (61%) replied that they did not think the proposal would have any positive impacts during operation. Four respondents (4%) were not sure of potential positive operation impacts.



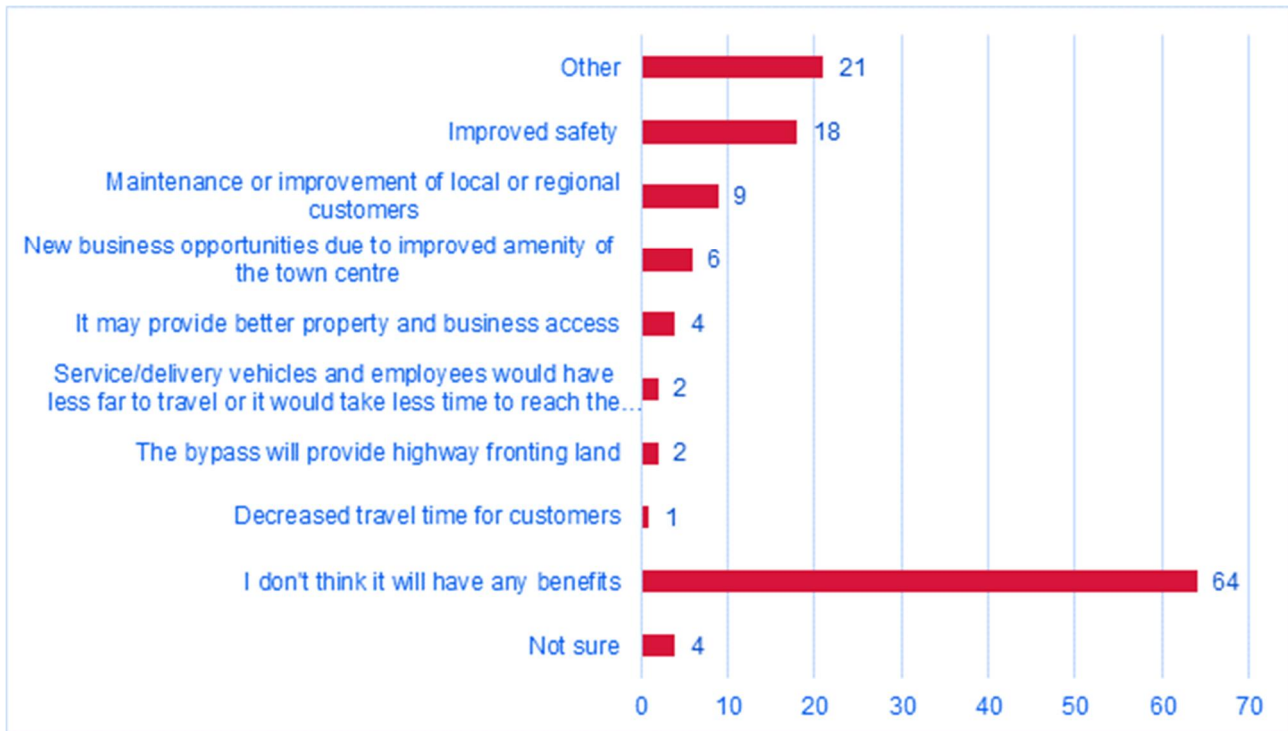


Figure 2.18 Potential positive impacts during operation

Respondents that answered 'other' could provide an open-ended response explain their position. Other common potential positive impacts during operation included:

- New business and development opportunities
- Improved amenity and reduced congestion for the town
- Improved safety for learner drivers
- Improved north and south access to Parkes.

### 2.5.3 Potential negative impacts during construction

Each business representative was asked whether they predicted any negative impact on their business during construction. This was a multiple-choice question and respondents could select more than one factor (and as such percentages do not add up to 100%). All respondents answered this question. Figure 2.19 shows that the main perceived potential negative impacts during construction were:

- Possible loss of customers as construction deters people from travelling into Parkes (23 respondents or 23%)
- Traffic delays for staff and/or customers (20 respondents or 19%)
- Temporary loss of access to the business (19 respondents or 18%)
- Disruption to service delivery vehicles (15 respondents or 14%)
- Other impacts including construction-related amenity impacts (16 respondents or 17%).

Fifty-nine (59) respondents replied that they did not think the proposal would have any negative impacts during construction. Four respondents were not sure of potential negative construction impacts.

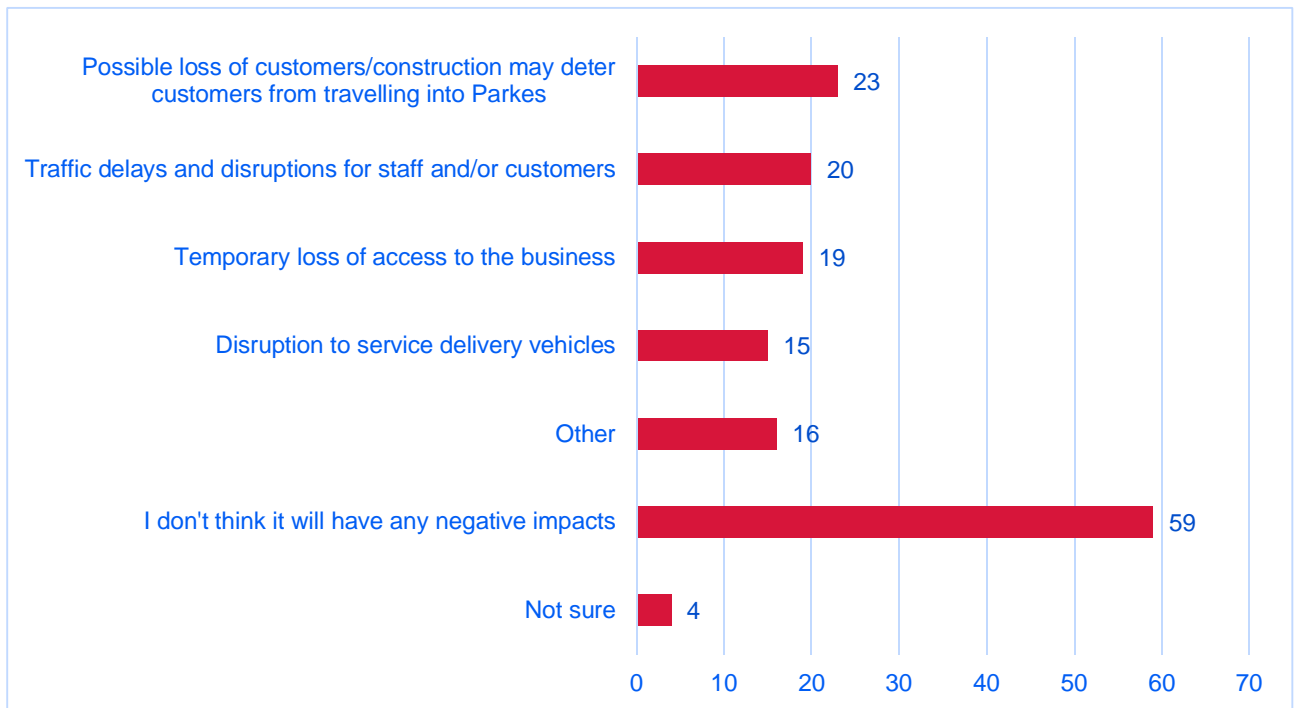


Figure 2.19 Potential negative impacts during construction

Respondents that answered 'other' could provide an open-ended response explain their position. Other common potential negative impacts during construction included:

- Traffic impacts due to increased number of trucks and traffic detours
- Other construction impacts including noise, dust and flora and fauna impacts
- Economic impacts
- Changes to road and business access
- A potential for Parkes to develop a negative reputation on social media.

#### 2.5.4 Potential negative impacts during operation

Each business representative was asked whether they predicted any negative impact on their business during operation. This was a multiple-choice question and respondents could select more than one factor (and as such percentages do not add up to 100%). All respondents answered this question. Figure 2.20 shows the main perceived potential negative impacts during operation were:

- Loss of passing trade or customers (48 respondents or 46%)
- Loss of local and regional custom as people would avoid travelling in to Parkes (28 respondents or 27%)
- Changes to access (18 respondents or 19%)
- Increased travel times for customers (13 respondents or 12%)
- Increased travel time for service delivery vehicles (five respondents or 5%)
- Changes to parking (two respondents or 2%)
- Other impacts (23 respondents or 22%).

Forty (40) respondents (38%) replied that they did not think the proposal would have any negative impacts during operation. Four respondents (4%) were not sure of potential negative construction impacts.

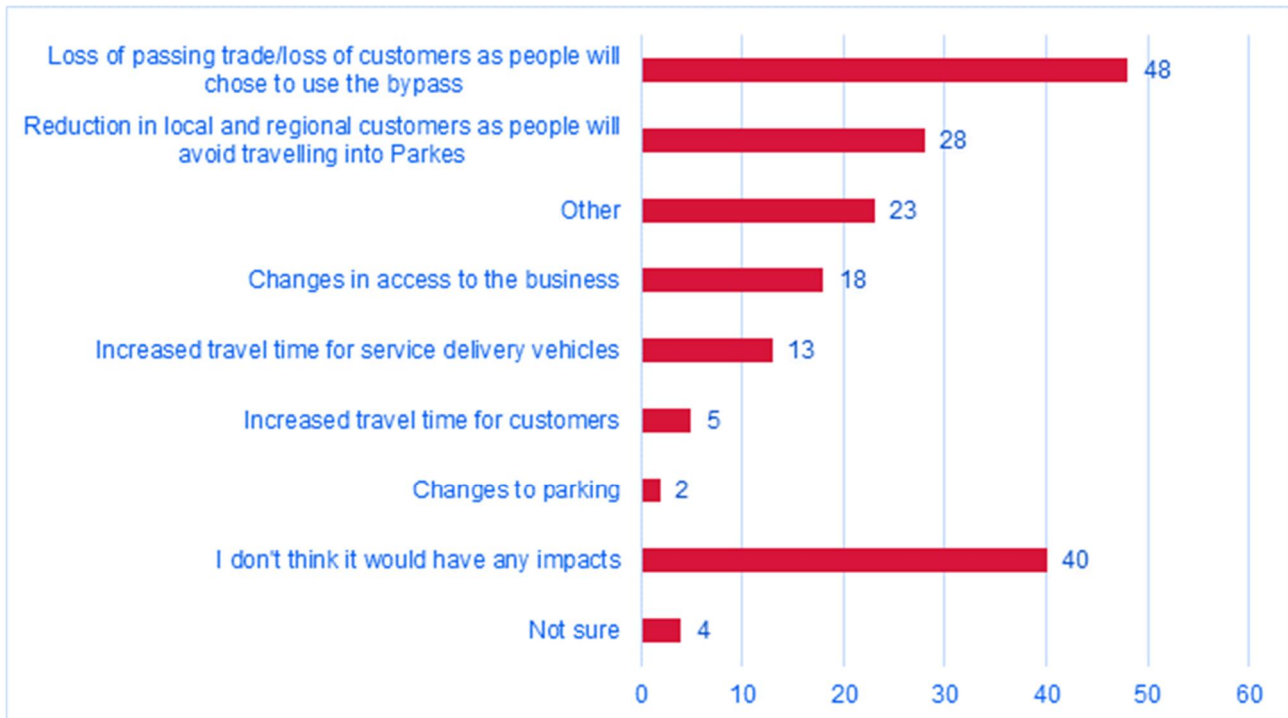


Figure 2.20 Potential negative impacts during operation

Respondents that answered 'other' could provide an open-ended response explain their position. Other common potential negative impacts during operation included:

- Loss of passing business, including trucks and caravans who would no longer stop in the town centre
- Increased difficulty accessing the town
- Follow-on business and economic impacts
- Increased competition with businesses that would open on the bypass
- Environmental impacts including traffic noise, air quality, visual amenity and impacts to flora and fauna.

### 2.5.5 Relocation of business outside of Parkes

Each business representative was asked if they would consider relocating their business outside of Parkes once the proposal was built. One respondent did not answer this question. Figure 2.21 shows that:

- 83 respondents (79%) answered that would not consider relocating outside of Parkes once the proposal was built
- Nine respondents (9%) answered that would consider relocating outside of Parkes once the proposal was built
- Six respondents (6%) answered that would it was too early to say
- Six respondents (6%) answered 'other'.

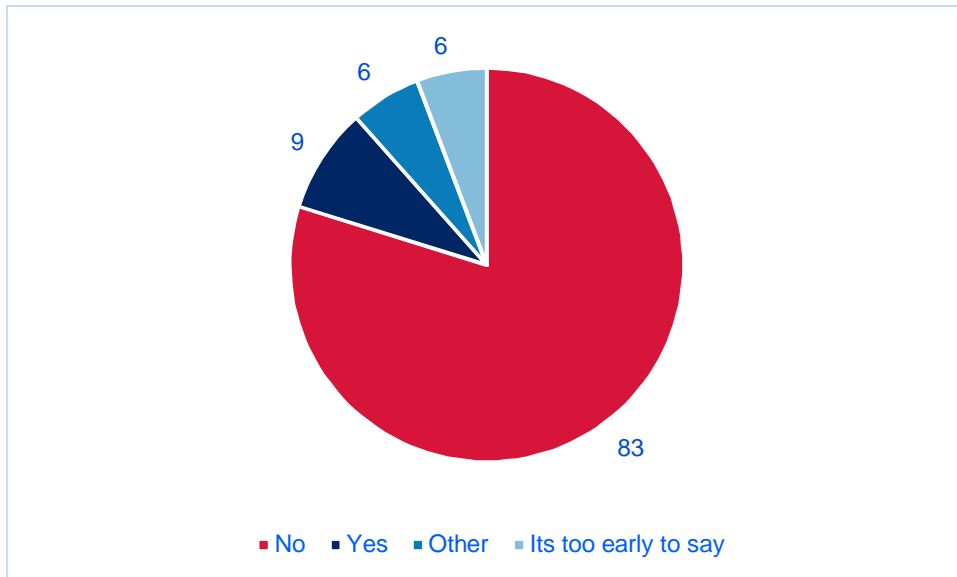


Figure 2.21: Consideration of relocation once the proposal is operational

### 2.5.6 Perceived impacts to business turnover

Each business representative was asked if they perceived if the proposal would have a large or small positive or negative impact on their turnover. Some respondents also felt it would have no impact or were not sure. One respondent did not answer this question. As summarised in Figure 2.22:

- No respondents considered that there would be a large positive impact on their business turnover
- 10 respondents (10%) considered that there would be a small positive impact on their business turnover
- 18 respondents (17%) considered that there would be a large negative impact on their business turnover
- 31 respondents (30%) considered that there would be a small negative impact on their business turnover
- 20 respondents (19%) were not sure of the potential impacts to their business turnover
- 25 respondents (24%) considered that there would be no impact on their business.

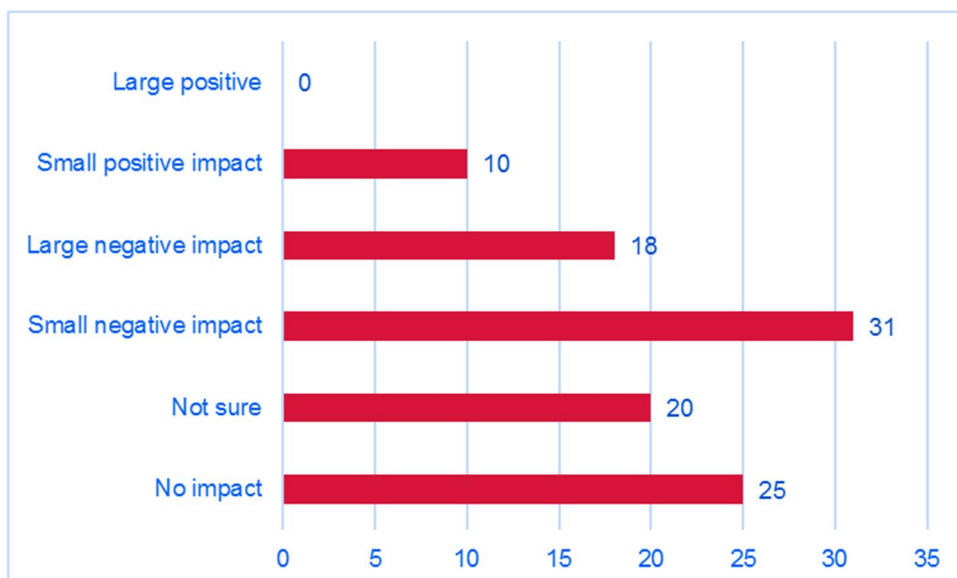


Figure 2.22: Perceived impact to business turnover

### 2.5.7 Perceived impacts to due to reductions in passing trade

Each business representative was asked how reductions in passing trade would positively or negatively affect their business. Some respondents also felt it would have no impact or were not sure. Five respondents did not answer this question. As summarised in Figure 2.23:

- No respondents considered that there would be a large positive impact on their business
- Three respondents (3%) considered that there would be a small positive impact on their business.
- 18 respondents (17%) considered that there would be a large negative impact on their business
- 34 respondents (32%) considered that there would be a small negative impact on their business
- Seven respondents (7%) were not sure of the potential impacts on their business
- 38 respondents (36%) considered that there would be no impact on their business.

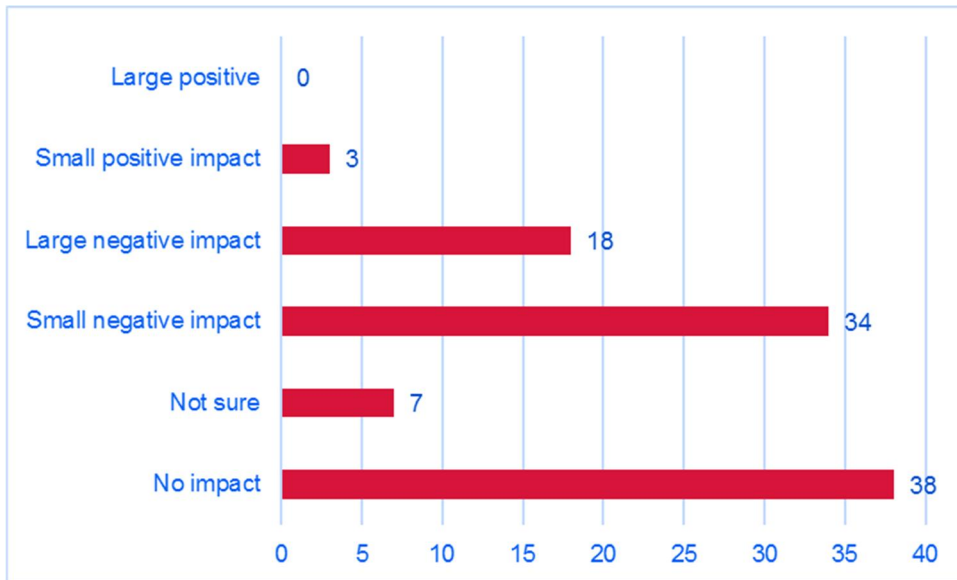


Figure 2.23: Perceived impact due to reductions in passing trade

### 2.5.8 Perceived impacts of a calmed traffic environment

Each business representative was asked how a calmed-traffic environment in Parkes would affect their business. Two respondents did not answer this question. As summarised in Figure 2.24:

- Six respondents (6%) considered that there would be a large positive impact on their business
- 24 respondents (23%) considered that there would be a small positive impact on their business.
- Six respondents (6%) considered that there would be a large negative impact on their business.
- Five respondents (5%) considered that there would be a small negative impact on their business
- 21 respondents (20%) were not sure of the potential impacts on their business
- 41 respondents (39%) considered that there would be no impact on their business.

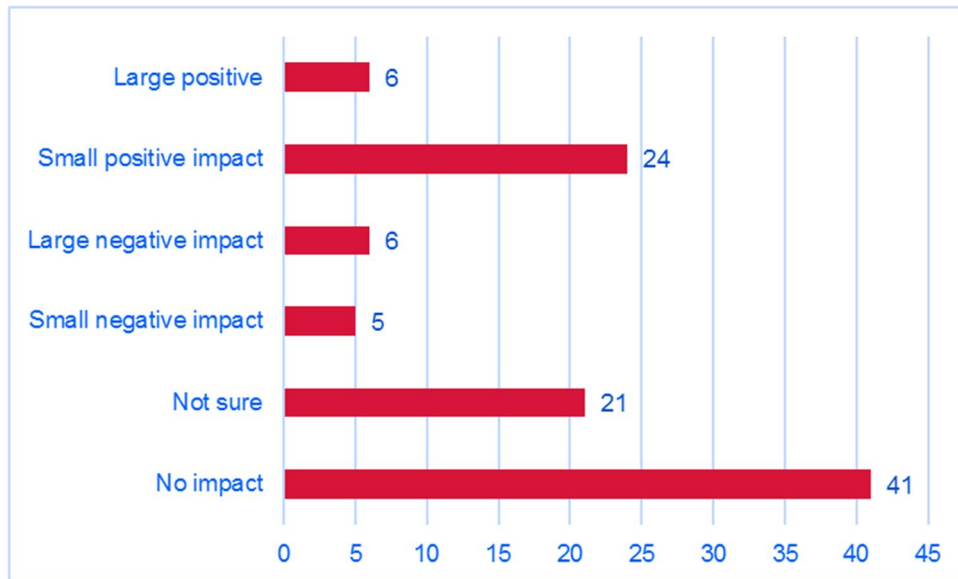


Figure 2.24: Perceived impact on business due to calmed traffic environment

## 2.6 Suggested strategies and mitigation measures

### 2.6.1 Strategies for Roads and Maritime to consider

Each business representative was asked to suggest strategies that could be implemented to minimise potential negative impacts on their business during construction and operation of the Parkes bypass. This was a multiple-choice question and respondents could provide more than one answer (and as such percentages do not add up to 100%).

#### 2.6.1.1 Strategies and mitigation measures during construction

Six respondents did not answer this question. The most commonly suggested strategies to manage construction impacts included:

- Signage (51 respondents or 49%)
- Traffic management (38 respondents or 36%)
- Public notification about access changes (37 respondents or 35%)
- Consultation and communication of construction activities (32 respondents or 30%)
- Maintenance of property access (21 respondents or 20%)
- Other responses (29 respondents or 28%).

Seventeen (17) respondents (16%) were not sure. Respondents that answered 'other' could provide an open-ended response to detail other suggested strategies. Similar answers to this question have been grouped together, while some answers fell under more than one category. Other suggestions that were provided included:

- Pre-construction meetings with contractors to inform them of local business opportunities
- Promotion of local suppliers and businesses
- Noise and dust mitigation
- Increased investment in Parkes for advertising and services
- Ensuring access into Parkes is maintained.

#### 2.6.1.2 Strategies and mitigation measures during operation

The most commonly suggested strategies to manage operational impacts included:

- Signage (63 respondents or 60%)
- Easy access to the town centre (62 respondents or 59%)
- Public notification about access changes (32 respondents or 30%)
- Other responses (39 respondents or 37%).

Seven respondents (7%) answered that they were not sure. Respondents that answered ‘other’ could provide an open-ended response to detail other suggested strategies. Similar answers in this question have been grouped together, while some answers fell under more than one category. Other suggestions that were provided included:

- Making the bypass heavy vehicle use only
- Billboards, signage and marketing to travellers
- Ensuring easy access into Parkes from the highway including ramps and overpasses.

## 2.7 Other matters

### 2.7.1 Economic perspective of Parkes

Each business representative was asked to give their opinion of the current economic status of Parkes. All respondents answered this question. Figure 2.25 shows that:

- Four respondents (4%) would describe Parkes economy as thriving
- 48 respondents (46%) would describe Parkes economy as steadily growing
- 23 respondents (22%) would describe Parkes economy as declining slowly
- Two respondents (2%) would describe Parkes economy as deteriorating rapidly
- 15 respondents (14%) would describe no change to the Parkes economy
- Three respondents (3%) were not sure how they would describe the Parkes economy
- 10 respondents (10%) answered ‘other’.

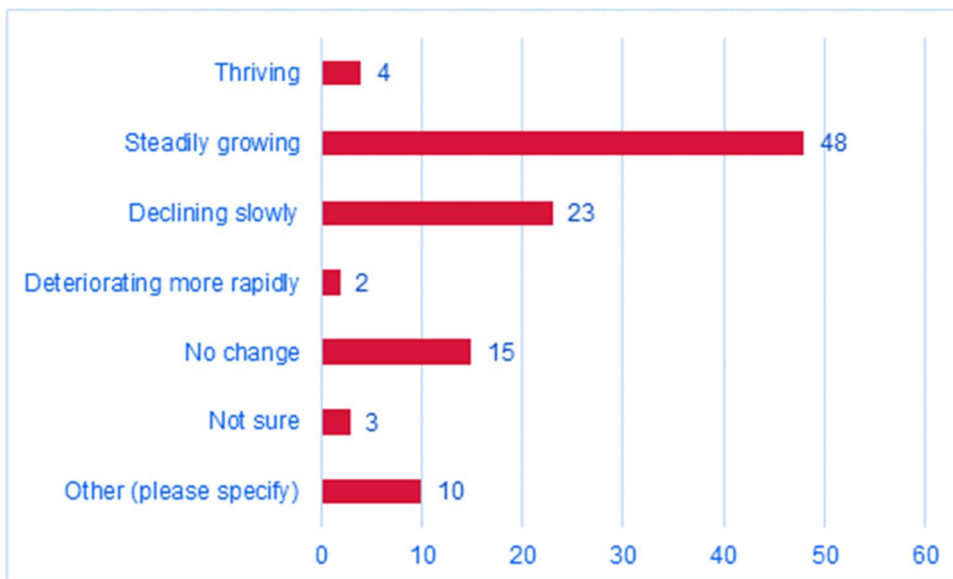


Figure 2.25 Economic perspective of Parkes

Respondents that answered ‘other’ could provide an open-ended response to explain their perspective on the Parkes economy. Similar answers in this question have been grouped together, while some answers fell under more than one category. Other responses included:

- Three respondents (3%) replied that the Parkes economy is growing or will grow, for reasons including investment in solar panels and the Inland Rail
- Three respondents (3%) replied that the Parkes economy is stagnant or not growing
- Two respondents (2%) replied that the Parkes economy is declining due to declines in mining, agriculture and drop off in infrastructure spending
- One respondent (1%) described the Parkes economy as variable due to seasonality
- One respondent replied that they had not been in Parkes long enough to know.

### 2.7.2 Benefits associated with the proposal that might support local business

Each business representative was asked for any identified benefits associated with the proposal that may support local business. This was a multiple-choice question and respondents could select more than one answer (and as such percentages do not add up to 100%). Two respondents did not provide a response to this question. Figure 2.26 the most common responses were:

- Safety (34 respondents or 32%)
- Other benefits (30 respondents or 28%)
- New business opportunities (30 respondents or 28%)
- New location on bypass for business (29 respondents or 27%)
- Amenity (20 respondents or 19%)
- Not sure (26 respondents or 24%).

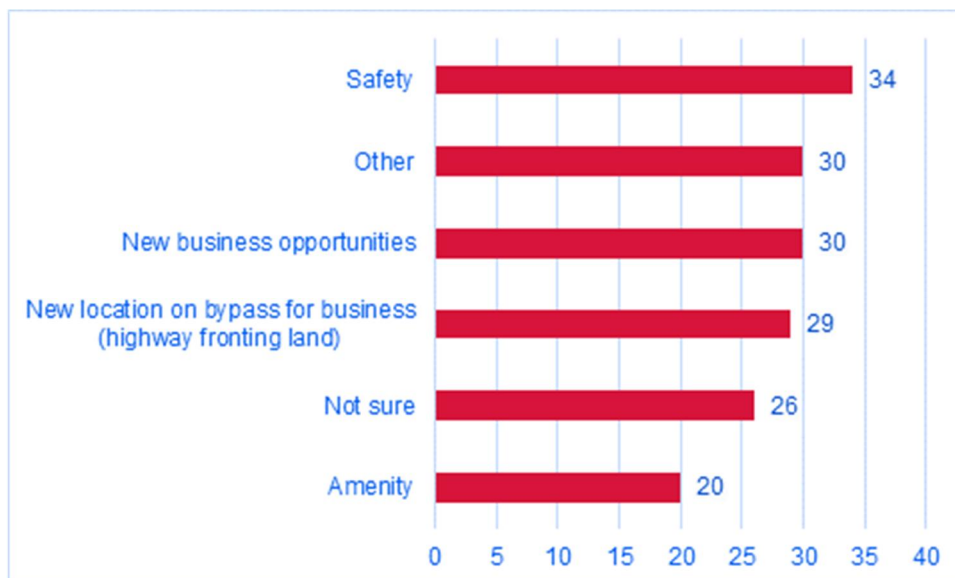


Figure 2.26 Benefits that might support local business

Respondents that answered 'other' could provide an open-ended response to explain other benefits they believe may be associated with the proposal. Similar answers in this question have been grouped together, while some answers fell under more than one category. Other benefits that were identified included:

- Boost to the Parkes economy through creation of construction jobs and spending from construction workers
- Future development potential along the bypass and to support the Inland Rail and logistics trade
- Social benefits of removing heavy vehicles from the Parkes town centre and improving traffic conditions.



### 2.7.3 Factors that impact daily trade

Each business survey respondent was asked to state factors that might impact their daily trade. This was a multiple-choice question and respondents could select more than one factor (and as such percentages do not add up to 100%). Figure 2.27 shows that the most common responses were:

- Road closures (52 respondents or 50%)
- Extreme weather events such as flooding (49 respondents or 47%)
- Future planned development (49 respondents or 47%)
- Mining (38 respondents or 36%)
- Seasons (36 respondents or 34%)
- Other (26 respondents or 25%)
- Not sure (nine respondents or 9%).

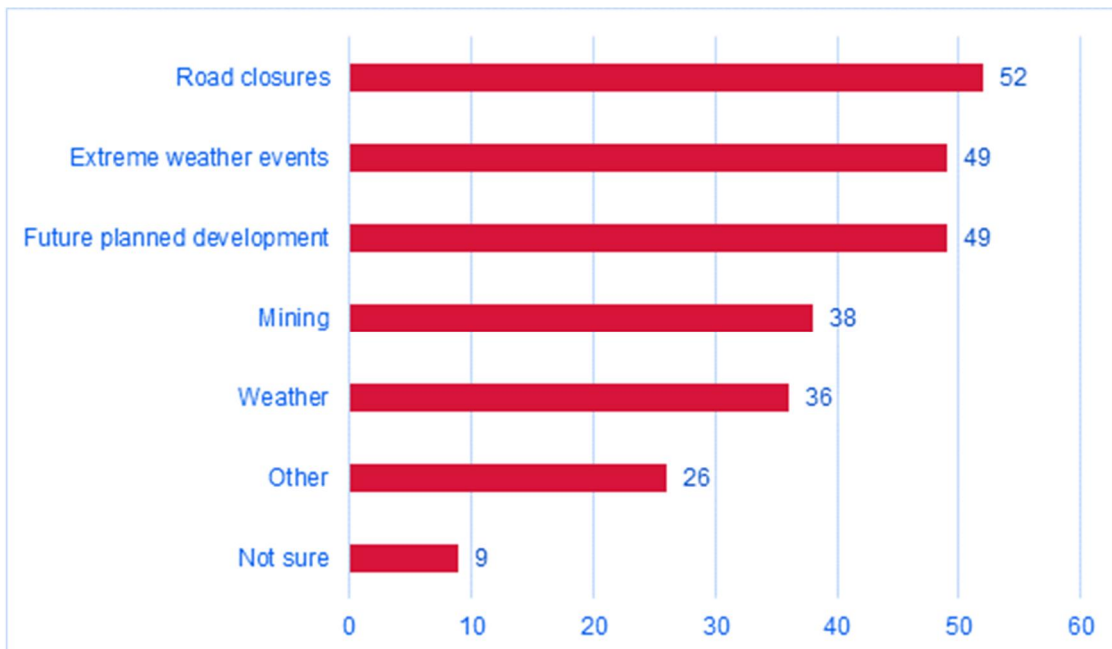


Figure 2.27 Factors that impact daily trade

Respondents that answered 'other' could provide an open-ended response to explain other factors that impact their daily trade. Similar answers in this question have been grouped together, while some answers fell under more than one category. Other factors that were identified included:

- The harvest period (nine respondents or 9%)
- The political/economic landscape (six respondents or 6%)
- Extreme weather, specifically flooding (six respondents or 6%).
- Land/commercial development (three respondents or 3%)
- Events (two respondents or 2%)
- Seasonality (one respondent or 1%)
- Construction impacts (one respondent or 1%)
- No impact (one respondent or 1%)
- Not sure (one respondent or 1%).

### 2.7.4 Support for the proposal

Each business representative was asked to state whether they generally supported or did not support the proposal. All respondents answered this question. Figure 2.28 shows that:

- 49 respondents (47%) supported the proposal
- 27 respondents (26%) were undecided
- 22 respondents (21%) did not support the proposal
- Seven respondents (7%) respondents answered 'other'.

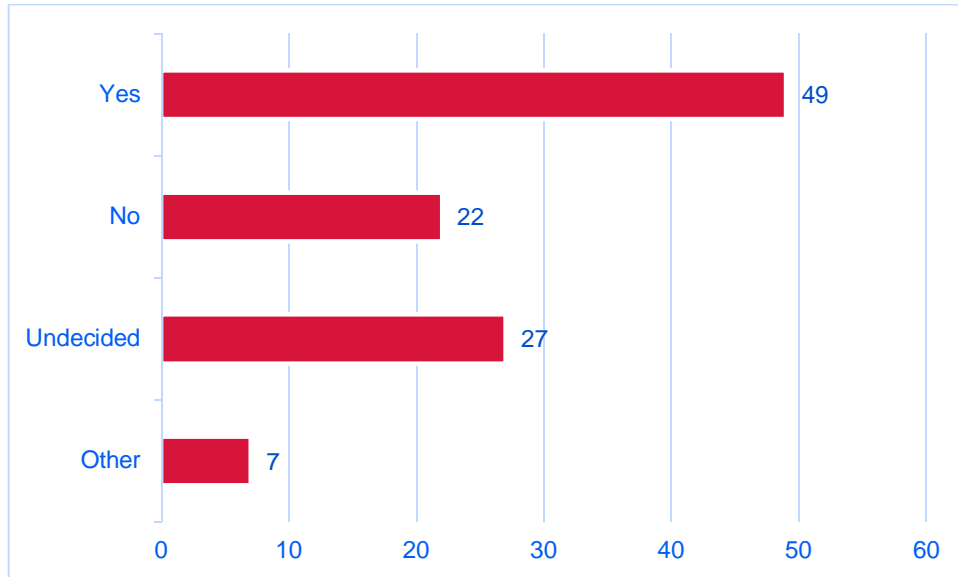


Figure 2.28 Business support for the proposal

Respondents that answered 'other' could provide an open-ended response explain their position. Of these respondents, most identified that their position depended on how certain factors were addressed including environmental mitigation measures, access and signage measures.

### 2.7.5 Small business owner perspectives

Each business representative was asked that if they were not a small business owner, whether they thought the proposal would benefit the town. All respondents answered this question. Figure 2.29 shows that:

- 47 respondents (45%) answered yes
- 31 respondents (29%) were undecided.
- 27 respondents (26%) answered no

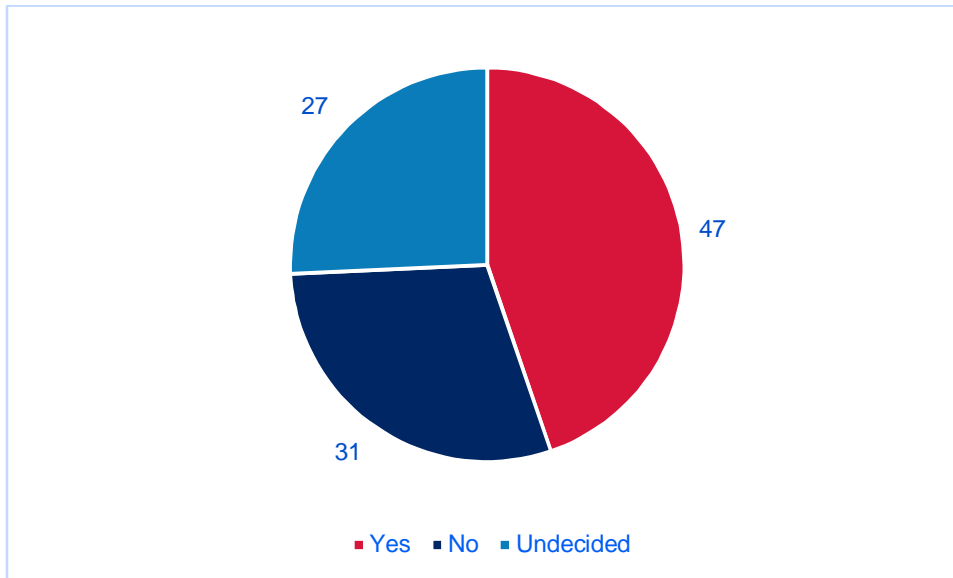


Figure 2.29 Small business owner perspectives

### 2.7.6 Other comments

Each business representative could provide other comments for consideration. This was an open-ended question. Similar answers have been grouped under categories, while some answers fell under more than one category. Nineteen (19) respondents (18%) did not answer the question. As shown in Figure 2.30, the most common responses included:

- Maintenance of easy access to Parkes including comments on maintaining routes for emergency service vehicles to the hospital (38 respondents or 36%)
- Signage and marketing for Parkes to travellers and tourists (16 respondents or 15%)
- Design concerns including speed limit, the number of roundabouts, the appearance of the bypass and designing the entry of the bypass to mimic the one at Orange (14 respondents or 13%)
- Making the bypass for use by heavy vehicles only (7 respondents or 7%)
- Ensuring construction amenity, noise, land use and traffic impacts are managed including suggestions to include tree planting (3 respondents or 3%)
- Three respondents (3%) opposed the proposal
- Four respondents (4%) supported the proposal
- Other responses included providing financial assistance to businesses in Parkes, considering other land developments in the region, and/or the availability of land for business development (10 respondents of 10%)
- Nine respondents (9%) answered that they did not have any further comments.

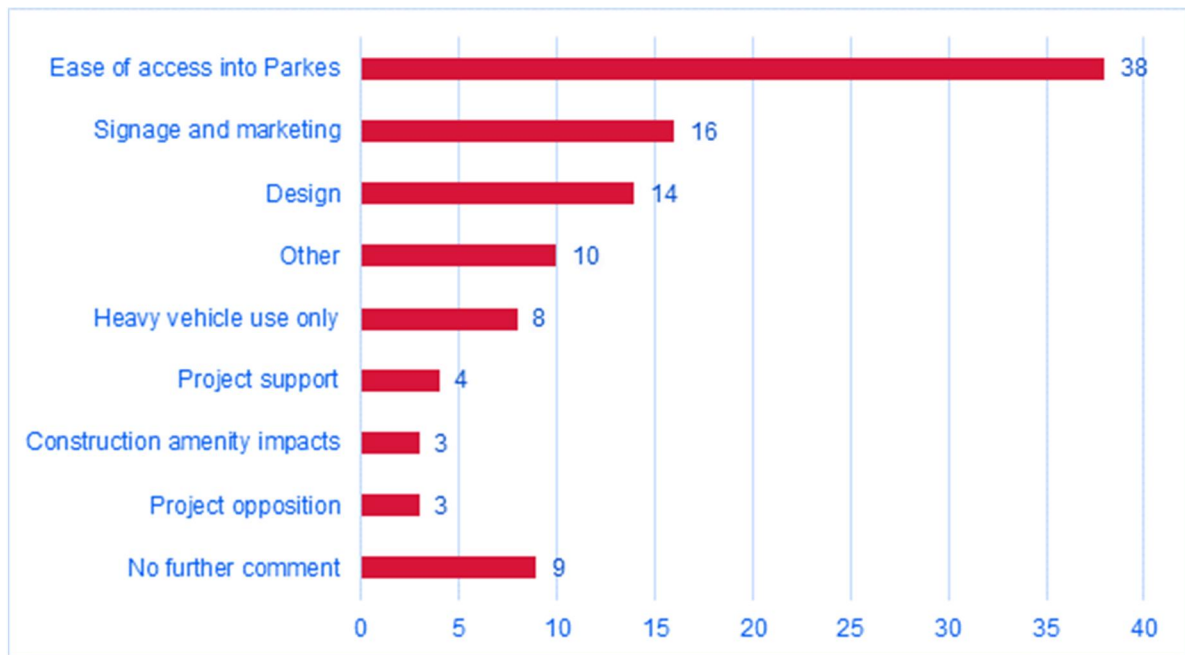


Figure 2.30: Other matters

### 3 Stopper survey results

This Chapter describes the questions and results of the stopper surveys. Seventy-five (75) people participated in the survey. Questions asked were a mix of multiple choice questions and open-ended questions.

#### 3.1 Survey context and response rates

The stopper survey was initially carried out within the centre of Parkes close to the locations of the business surveys. However, following the initial survey period, it became evident that there was both a low footfall and high refusal rate (between 60 to 85%) in the town centre. As a result, surveys were also carried out at the Dish off Telescope Road and at a hockey tournament taking place at the McGlynn Sporting Complex on Baker Street. Of the 75 completed surveys, 40 were at the Dish and 17 were at the hockey tournament. The remaining 23 were spread between the town centre and other location in Parkes as described in Table 3.1.

The following responses combine the data. They therefore do not distinguish between survey locations nor do they account for the high refusal rate.

#### 3.2 Survey location

##### 3.2.1 Time, date and location of survey

Table 3.1 summarises where, when and what day the respondents were surveyed.

Table 3.1 Time, date and location of surveys (question, 1, 2 and 3)

LOCATION	NUMBER OF SURVEYS	TIME OF SURVEYS	DAY OF SURVEY
Clarinda Street	1	Noon to 2pm	Monday
Cooke Park, Welcome Street	2	Noon to 2pm, 2pm to 4pm	Tuesday
Parkes Visitor Information Centre, Newell Highway	3	2pm to 4pm	Wednesday
McDonald's, Bogan Street	3	2pm to 4pm	Tuesday
BP Truck Stop, Newell Highway	4	8am to 10am	Monday and Saturday
Caf'n'ate, Clarinda Road	4	10am to noon, Noon to 2pm	Tuesday and Wednesday
Airport, Henry Parkes Way	1	6pm to 8pm	Sunday
Hockey tournament, McGlynn Sporting Centre, Baker Street	17	Noon to 2pm	Friday
The Dish, Telescope Road	40	8am to 10am, 10am to noon, noon to 2pm, 2pm to 4pm	Wednesday, Thursday, Friday, Saturday and Sunday

##### 3.2.2 Proximity of businesses

Respondents were asked what type of business was close to them at the time of the survey. Respondents could choose an answer from a multiple-choice list and could select more than one answer (and as such percentages do not add up to 100%). Two respondents did not answer this question. Figure 3.1 shows that the most common responses were:

- Arts and recreation services (23 respondents or 31%)

- Accommodation and food services (21 respondents or 28%)
- Retail trade (16 respondents or 15%)
- Transport, postal and warehousing (two respondents or 2%)
- Other (44 respondents or 59%).



Figure 3.1 Proximity of businesses

Respondents that answered 'other' could provide an open-ended response to the businesses that were close by to them. 'Other' businesses close to survey respondents included:

- Tourist attractions (27 respondents or 36%)
- The Dish (nine respondents or 12%)
- A service station (three respondents or 4%)
- A café (one respondent or 1%)
- A park (one respondent or 1%).

### 3.3 Types of respondents

#### 3.3.1 Residents, visitors and contractors

Before completing the survey, respondents were asked if they were a resident of Parkes, a past resident, visitor, temporary contractor or other. All respondents answered this question. Figure 3.2 shows that:

- 60 respondents were visitors (80%)
- Eight respondents were residents (11%)
- Two respondents were past residents (3%)
- Two respondents were temporary contractors (3%)
- Three respondents answered 'other' (4%).

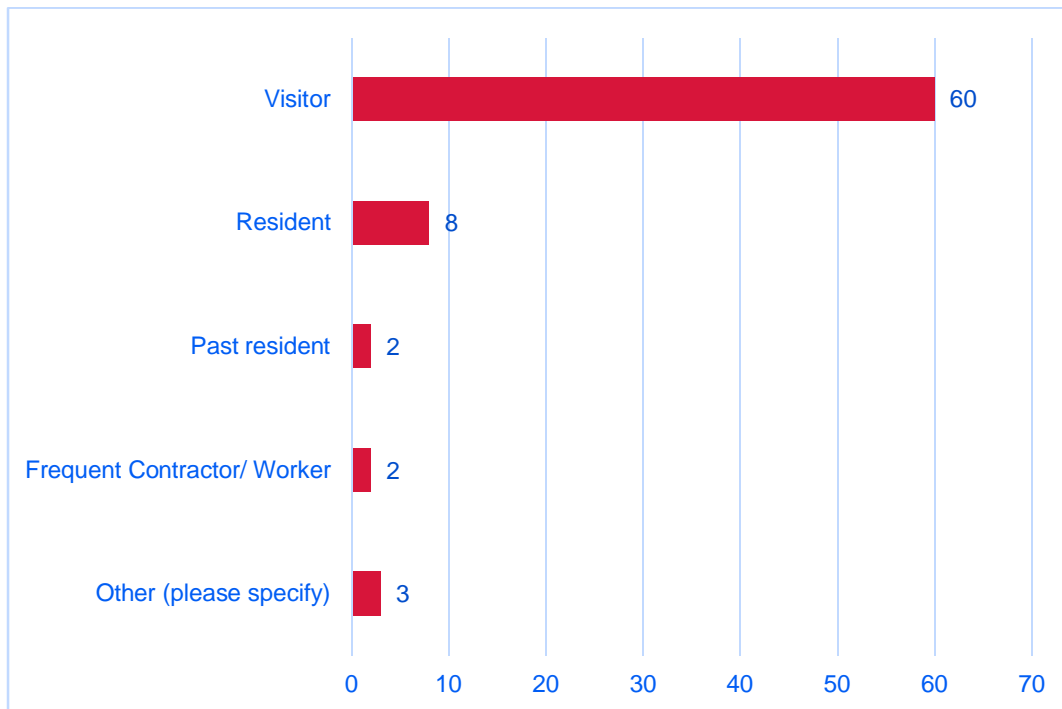


Figure 3.2: People who were local, visiting or passing through Parkes

### 3.3.2 Place of residence

The stopper survey respondents were asked to provide their postcode. Responses were then classified into states for reporting. One respondent did not answer this question. Figure 3.3 shows the most common responses were:

- New South Wales (40 respondents or 53%)
- Victoria (14 respondents or 19%)
- Queensland (10 respondents or 13%)
- Australian Capital Territory (three respondents or 4%)
- South Australia (three respondents or 4%)
- Western Australia (One respondent or 1%)
- International (three respondents or 4%).

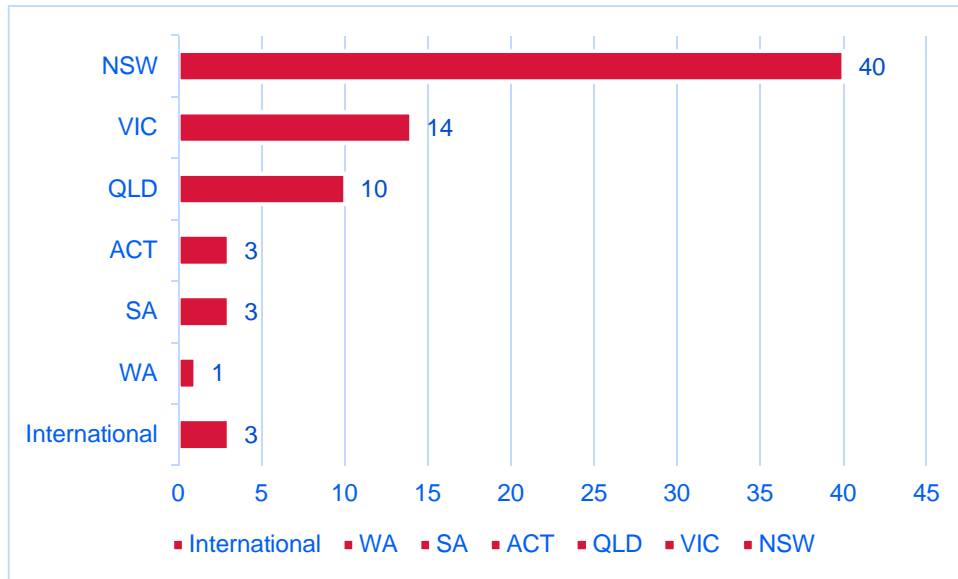


Figure 3.3 Place of residence of respondents

## 3.4 Description of trip to Parkes

### 3.4.1 Reason for being in Parkes

The stopper survey respondents were asked what their reason was for being in Parkes. Respondents could choose one or more answer from a multiple-choice list and were also able to provide an open-ended response. All respondents answered this question. Figure 3.4 shows that the most common responses were:

- To visit as a tourist (25 respondents or 33%)
- For a specific event or festival (21 respondents or 28%)
- No specific reason, just passing through (15 respondents or 20%)
- To eat (eight respondents or 11%)
- To look around (eight respondents or 11%)
- To visit family or friends (eight respondents or 11%)
- To take a comfort/rest break (seven respondents or 9%)
- To use a community facility such as a doctor, dentist or the library (six respondents or 8%)
- To take a break from driving (five respondents or 7%)
- To shop (five respondents or 7%)
- To refuel (two respondents or 3%)
- To repair the car (one respondent or 1%)
- Other (37 respondents or 49%).





Figure 3.4 Reasons for visiting Parkes

The stopper survey respondents could elaborate on their reasons for stopping. This was an open-ended question and 35 respondents provided an answer. Similar answers have been grouped under categories, while an answer could also be categorised into one or more categories. The most common reasons included:

- To visit the Dish (nine respondents or 12%)
- For work (eight respondents or 11%)
- For a hockey tournament (eight respondents or 11%)
- Passing through (four respondents or 5%)
- To purchase goods (two respondents or 3%)
- A social event (two respondents or 3%)
- I live here (two respondents or 3%)
- An appointment (one respondent or 1%)
- To study (one respondent or 1%).

### 3.4.2 Local and regional residents: reason for being in Parkes

Respondents who identified as being local or regional to Parkes were asked why they had come to Parkes that day. All respondents who identified as Parkes locals in question 5 answered this question. The most common responses were:

- I had a specific reason to come into town, however I do not normally come to Parkes (15 respondents or 65%)
- It is my nearest main town (eight respondents or 35%).

### 3.4.3 Visitors, past residents and contractors: reason for stopping in Parkes

Respondents who identified as being visitors to Parkes, past residents, temporary contractors or other (67 respondents) were asked why they had come to, or stopped in, Parkes that day. Respondents could choose one or more answer from a multiple-choice list. Two respondents who

identified as being visitors to Parkes, and one who identified as a temporary contractor, did not provide a response to this question. Figure 3.5 shows that the most common responses were:

- Something specifically caught my eye that I wanted to stop and look at (17 respondents or 26%)
- I am here for (a) sporting/local event(s) (14 respondents or 22%)
- It was a good point on my journey to take a break (11 respondents or 17%)
- I had heard of Parkes and I wanted to specifically stop and visit (11 respondents or 17%)
- Employment (five respondents or 8%)
- I typically stop in Parkes (four respondents or 6%)
- Other (36 respondents or 55%).



Figure 3.5 Visitors reason for stopping in Parkes

Respondents that answered 'other' could provide an open-ended response. Similar answers in this question have been grouped together, while some answers fell under more than one category. Other common reasons that were provided included:

- To visit the Dish (17 respondents or 23%)
- I was passing through and Parkes it was a nice place to stop, or I stop in every town on the highway (six respondents or 8%)
- I stopped for a food or rest break (five respondents or 7%)
- I stopped to visit friends/family (five respondents or 7%)
- To visit the mines for work (one respondent or 1%)
- Miscellaneous reasons, including to visit the skate park, for a school excursion, to purchase a truck (three respondents or 4%).

### 3.4.4 Length of time spent in Parkes

The stopper survey respondents were asked to indicate the length of time that they planned to stop in Parkes. All respondents answered this question. Figure 3.6 shows that:

- One respondent (1%) planned to stay for less than 15 minutes
- Four respondents (5%) planned to stay for between 15 to 30 minutes

- 10 respondents (13%) planned to stay for between 30 to 1 hour
- Six respondents (8%) planned to stay for about half-a-day
- Nine respondents (12%) planned to stay for two days and two weeks
- 26 respondents (35%) planned to stay overnight
- 19 respondents (25%) answered 'other'.

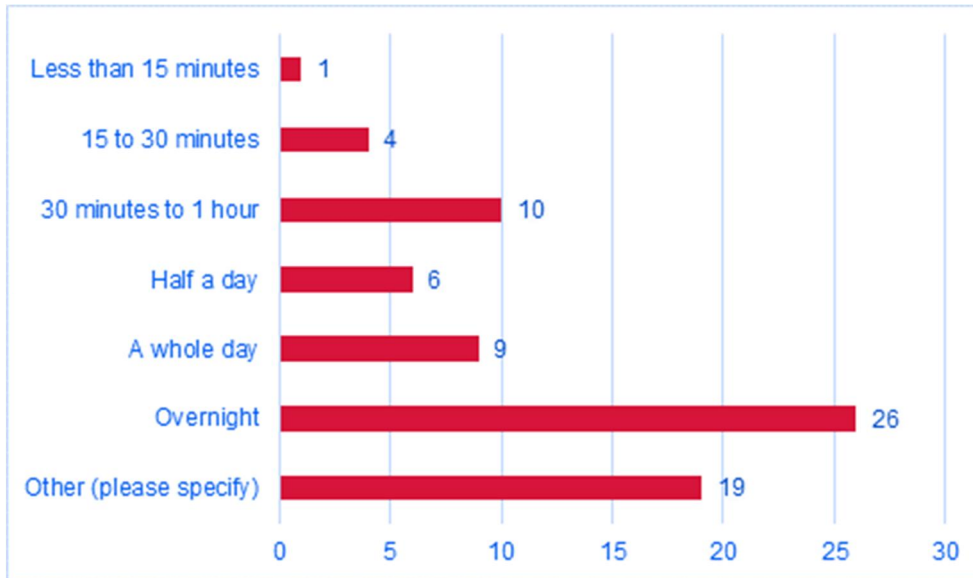


Figure 3.6: Length of stay in Parkes

Respondents that answered 'other' could provide an open-ended response to identify their length of their stay. Responses were categorised into groups and included:

- 10 respondents (13%) stated that they were staying between two to three days
- Two respondents (3%) stated that they were staying between four to five days
- Two respondents (3%) stated that they were staying for one week
- One respondent (1%) stated they were staying for two weeks
- Four respondents (5%) identified that they lived in Parkes.

### 3.4.5 Destination of trip

Stopper survey respondents were asked where they were travelling after they left Parkes. This was an open-ended question. Sixty-nine (69) respondents provided an answer to this question. Some respondents identified specific towns while others identified a broader location (eg. a state). Table 3.2 shows the destination of the stopper survey respondents.

Table 3.2 End destination of respondents

End destination	Number of respondents
Home	11
Parkes	7
Queensland	5
Sydney	4
Forbes	3
Melbourne	3
Dubbo	2

End destination	Number of respondents
Goulburn	2
Katoomba	2
Sunshine Coast	2
Adelaide	1
Albury	1
Bathurst	1
Bega	1
Bourke	1
Budeboi	1
Bundaberg	1
Canberra	1
Cowra	1
Currajong	1
Griffith	1
Kyneton	1
Meningie	1
Mudgee	1
New South Wales	1
Orange	1
Phillip Island	1
Port Douglas	1
Ugara	1
Wagga	1
West Wylong	1
Wollongong	1
Young	1

Four respondents answered that they had not decided their final destination and one respondent did not provide a destination and stated they were on a road-trip.

### 3.4.6 Parkes as the first stop on the journey

The stopper survey respondents who identified as being visitors to Parkes were asked if Parkes was the first stop since their journey started. Sixty-two (62) respondents (83%) answered this question. This included three people who identified as residents. Seven people who identified as being visitors and one who identified as being a temporary contractor (refer to question 5) did not answer this question. Figure 3.7 shows that:

- 26 respondents (35%) said this was their first stop since they started their journey
- 36 respondents (48%) said this was not their first stop since they started their journey.

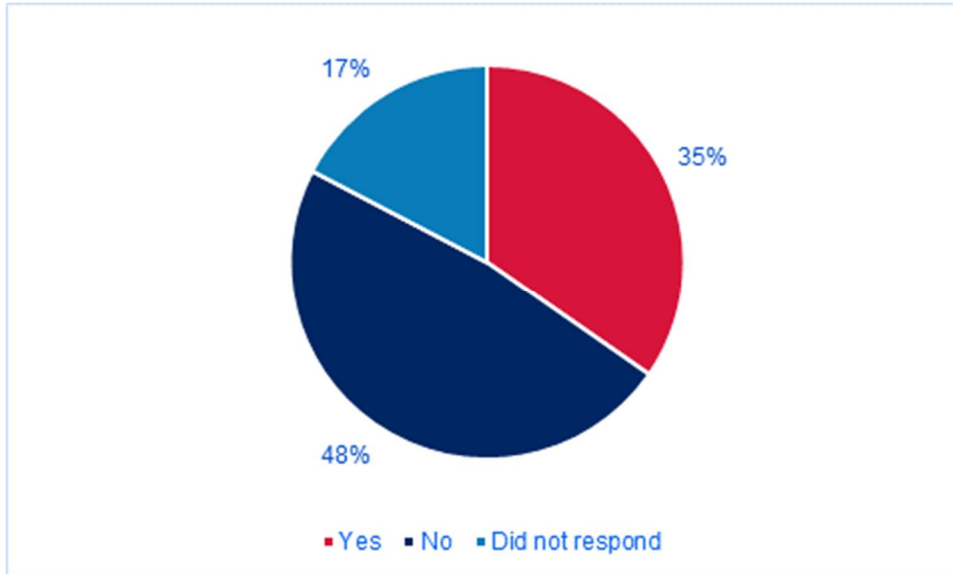


Figure 3.7: Parkes as the first stop on their journey

### 3.4.7 Frequency of travel to Parkes

The stopper survey respondents were asked how often they travelled through Parkes. All respondents answered this question. Figure 3.8 shows that:

- 33 respondents (44%) said this was their first time visiting Parkes
- 10 respondents (13%) travelled through Parkes about once per year
- Seven respondents (9%) travelled through Parkes every day
- Three respondents (4%) travelled through Parkes weekly
- Three respondents (4%) travelled through Parkes once every few months
- Two respondents (3%) travelled through Parkes monthly
- 17 respondents (23%) answered 'other' including several times a year and those who had visited a number of years prior.

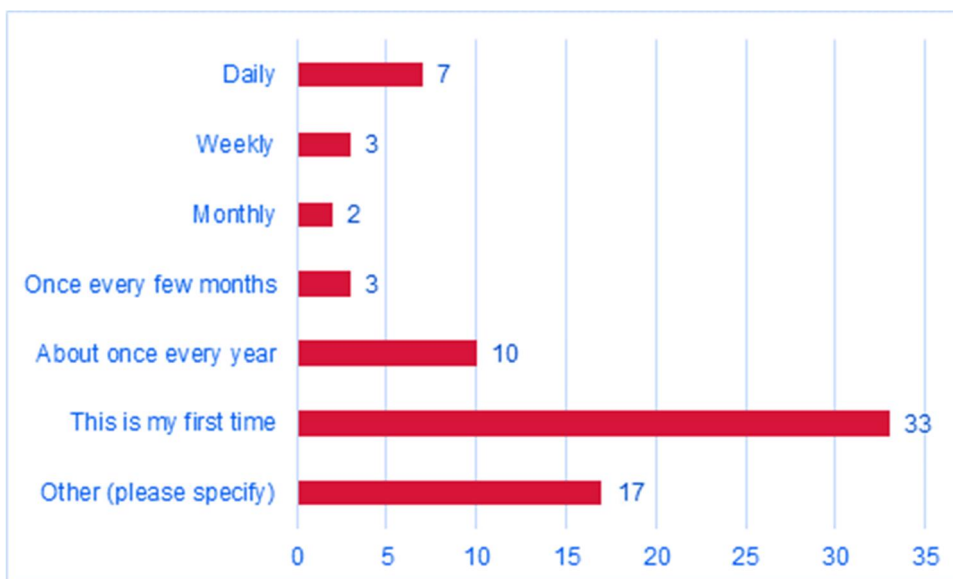


Figure 3.8: Frequency travelling through Parkes

## 3.5 Expenditure in Parkes

### 3.5.1 Businesses visited while in Parkes

The stopper survey respondents were asked about the type(s) of businesses they had visited or planned to visit while in Parkes. Respondents could choose one or more answer from a multiple-choice list. They were also able to provide an open-ended response. Seventy-three (73) respondents answered this question. Figure 3.9 shows that the most common types of businesses visited were:

- Accommodation and food services (42 respondents or 56%)
- Retail (36 respondents or 48%)
- Leisure facility (18 respondents or 24%)
- Transport, postal and warehousing (five respondents or 7%)
- Medical facilities (dentist/doctor, five respondents or 7%)
- Mining (two respondents or 3%)
- Electricity, gas, water, and waste services (one respondent or 1%)
- Manufacturing (one respondent or 1%)
- Agriculture, forestry and fishing (one respondent or 1%)
- Other (34 respondents or 45%).

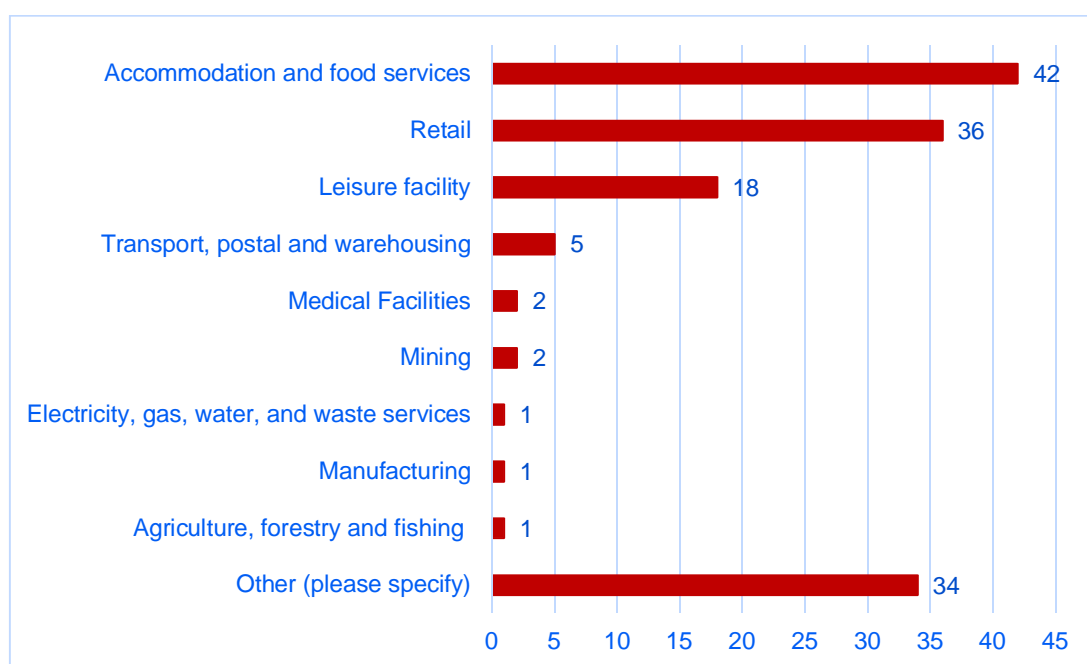


Figure 3.9: Business-type visited

Respondents could provide an open-ended response to elaborate or identify any other businesses they had visited while in Parkes. Figure 3.10 shows that other businesses that were mentioned included:

- Tourist attractions, specifically the Dish (32 respondents or 43%)
- Community areas including the National Park, the skate park, the cemetery and open spaces (eight respondents or 11%)
- Food outlets, including cafés and pubs (three respondents or 4%)

- Amenities and services, including the bank, child care, the caravan park, the visitor centre (three respondents or 4%)
- Service stations (two respondents or 3%)
- Retail shops (two respondents or 3%).

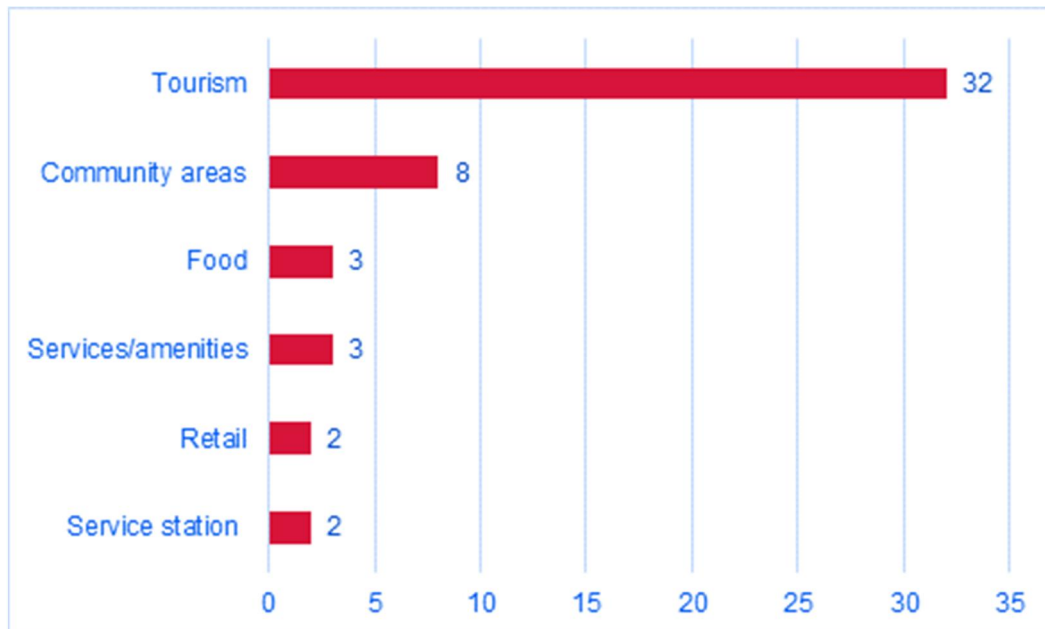


Figure 3.10 Businesses visited in Parkes

### 3.5.2 Total spend in Parkes

The stopper survey respondents were asked to estimate how much they would likely spend/had spent while in Parkes. All respondents answered this question. Figure 3.11 shows that:

- 30 respondents (40%) would likely spend between \$0 - \$50
- 14 respondents (19%) would likely spend between \$51 - \$100
- 18 respondents (24%) would likely spend between \$101 and \$250
- Eight respondents (11%) would likely spend between \$251 - \$500
- Two respondents (3%) would likely spend between \$501 - \$1,000
- One respondent (1%) would likely spend between \$1,001 - \$2,000
- Two respondents (3%) answered 'other'.

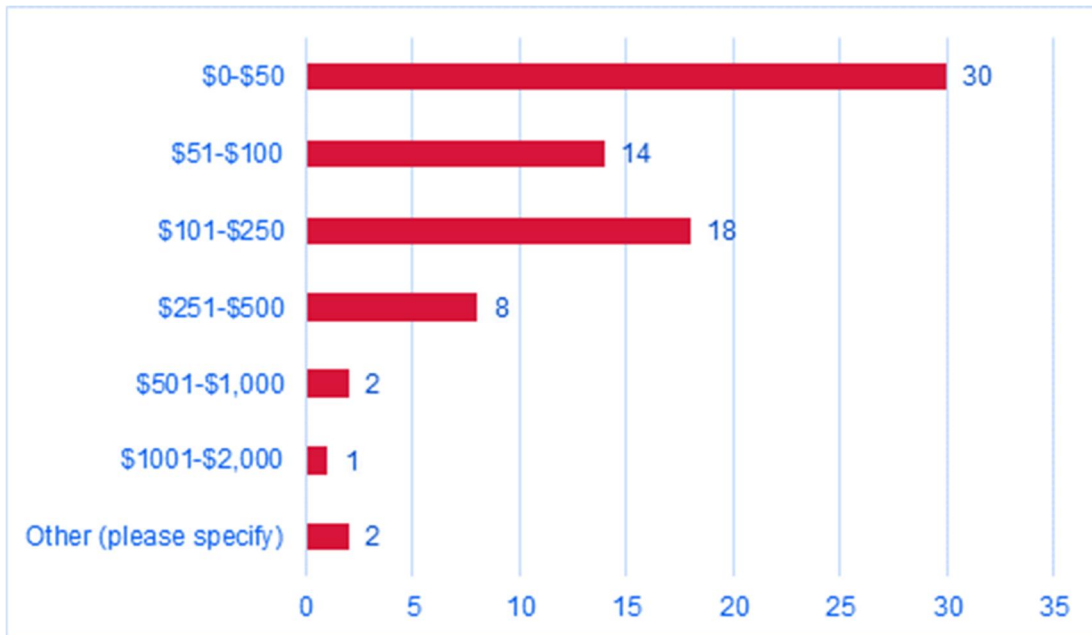


Figure 3.11: Estimated amounts spent in Parkes

### 3.5.3 Location of spending

The stopper survey respondents were asked what they had spent their money on while in Parkes. Respondents could choose one or more answer from a multiple-choice list and were also able to provide an open-ended response. Figure 3.12 shows that the most common responses were:

- Food services (63 respondents or 84%)
- Accommodation (32 respondents or 43%)
- Retail (27 respondents or 36%)
- Transport (19 respondents or 25%)
- Leisure and tourism (15 respondents or 20%)
- Health care and social assistance (one respondent or 1%)
- Financial and insurance services (one respondent or 1%)
- Other (eight respondents or 11%).



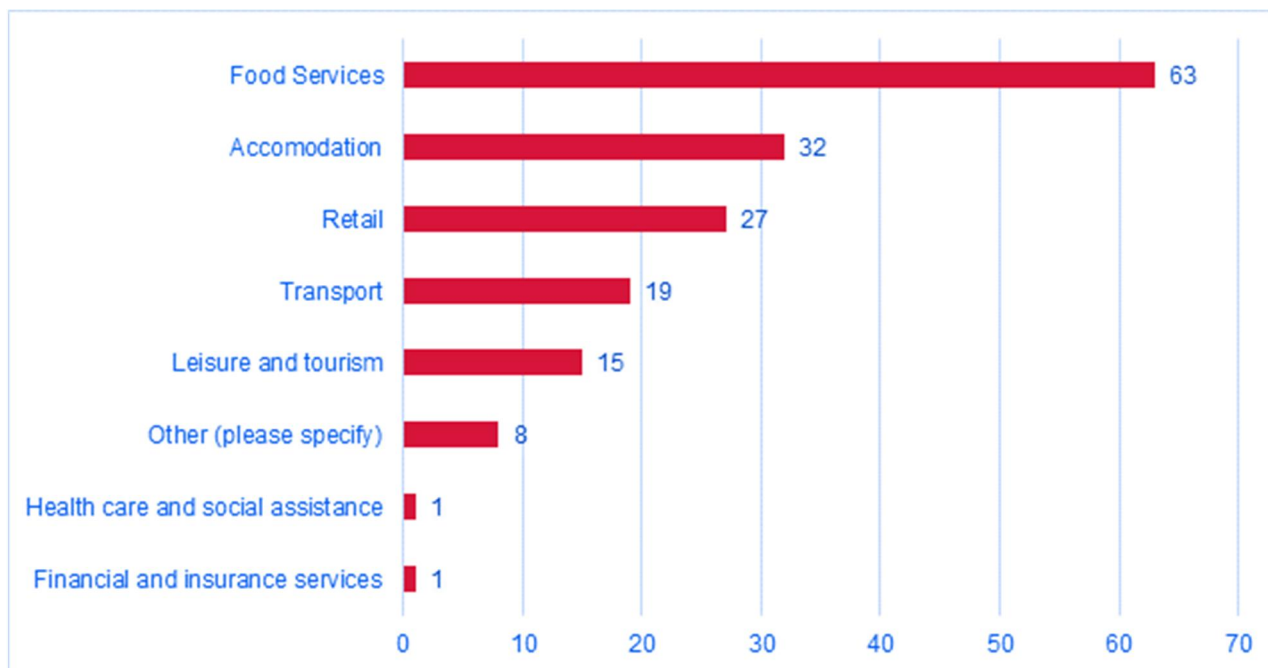


Figure 3.12 Location of spending

Of the respondents who answered 'other':

- Five respondents (7%) indicated they had spent money on tourism, specifically at the Dish
- One respondent (1%) replied that they had spent money on entertainment
- One respondent (1%) replied that they had spent money on doctors' appointment
- One respondent (1%) replied that they had spent money fuel and food.

### 3.6 Factors respondents like about Parkes

The stopper survey respondents were asked to identify the factors that they like about Parkes. This was an open-ended question. Similar answers have been grouped under categories, while an answer could be categorised into one or more categories. Seventy-one (71) respondents answered this question. Figure 3.13 shows that the most common responses were:

- Parkes is a pleasant town and the residents are friendly (28 respondents or 37%)
- For attractions including the Dish and the Elvis festival (21 respondents or 28%)
- The range of services and amenities available in Parkes, including health-care facilities, retail, and food (18 respondents or 24%)
- Friends or living in Parkes (10 respondents or 13%)
- The convenience of Parkes (seven respondents or 9%)
- The hockey facilities (four respondents or 5%)
- Employment/work opportunities (four respondents or 5%)
- Not sure (three respondents or 4%)
- The weather/climate (three respondents or 4%)
- Nothing specific (one respondent or 1%).

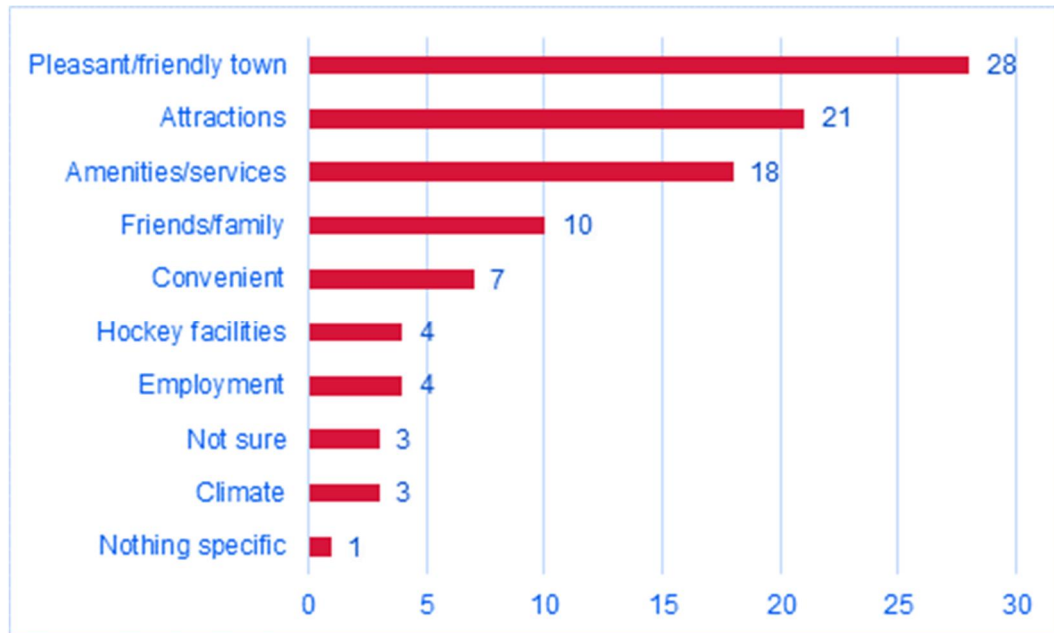


Figure 3.13 Factors respondents liked about Parkes

### 3.6.1 Visitors: Would you stay overnight in Parkes?

The stopper survey respondents who identified as being visitors, past residents or temporary contractors to Parkes (67 respondents) were asked whether they would stay overnight. Three respondents (4%) in this category did not respond. Figure 3.14 shows that:

- 54 respondents (81%) answered 'yes'
- 10 respondents (15%) answered 'no'.

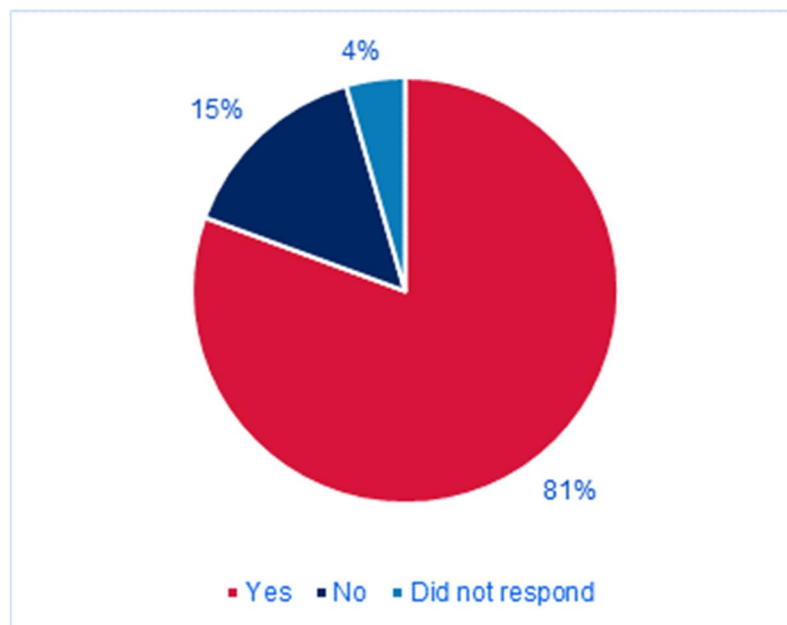


Figure 3.14 Respondents who would stay overnight in Parkes

The visitors, past residents or temporary contractors to Parkes were also asked to elaborate if and why they would stay overnight in Parkes. Thirteen (13) respondents in these categories provided an answer to this question. Of these, 12 identified that they would consider staying overnight in Parkes. The reasons people had stayed, or would consider staying, in Parkes included:

- If it were late in the day (three respondents or 4%)

- That they are residents of Orange or are otherwise close to home (three respondents or 4%)
- That they had already organised to stay in Parkes for a specific reason (three respondents or 4%)
- If they could fit it in or came back to Parkes (two respondents or 3%)
- That the area is pleasant (one respondent or 1%).

One respondent answered that they would not consider staying in Parkes as they were only in Parkes for a fatigue stop.

### 3.6.2 Visitors: Would you come back to Parkes?

The stopper survey respondents who identified as visitors, past residents or temporary contractors to Parkes (67 respondents) were asked whether they would come back to Parkes (question 19). Two respondents in this category did not answer this question. Figure 3.15 shows that:

- 54 respondents (79%) said they would come back to Parkes
- Six respondents (9%) said they would not come back to Parkes
- Fiver respondents (7%) said they were not sure.

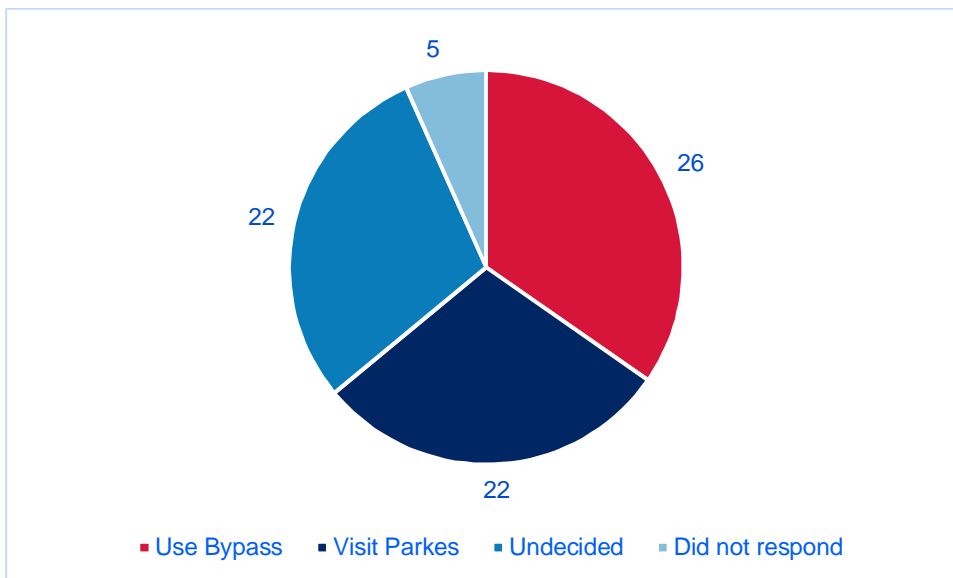


Figure 3.15 Respondents who would visit Parkes again

The stopper survey respondents were also asked to elaborate on why they would likely visit Parkes again. Similar answers were grouped into categories. An answer could be categorised into one or more categories. Figure 3.16 shows the most common reasons as being:

- Attractions/festivals (11 respondents or 15%)
- Convenience (10 respondents or 13%)
- Pleasant location/town (6 respondents or 8%)
- Visit family/friends (5 respondents or 7%)
- Other (2 respondents or 3%).

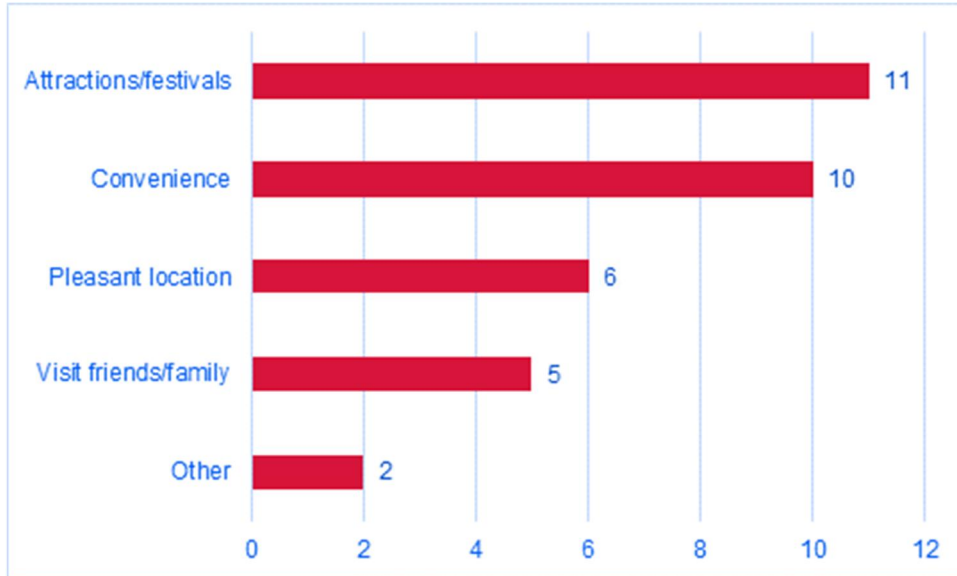


Figure 3.16: Factors that would encourage people to visit Parkes again (question 19)

### 3.6.3 Would you recommend others come to Parkes?

The stopper survey respondents were asked if they would recommend others visit Parkes. 71 respondents answered this question. Figure 3.17 shows that:

- 66 respondents (88%) would recommend others to visit Parkes
- Two respondents (3%) would not recommend others to visit Parkes
- Three respondents (4%) answered 'other' for reasons including that they were unsure or did not have enough information to answer the question.

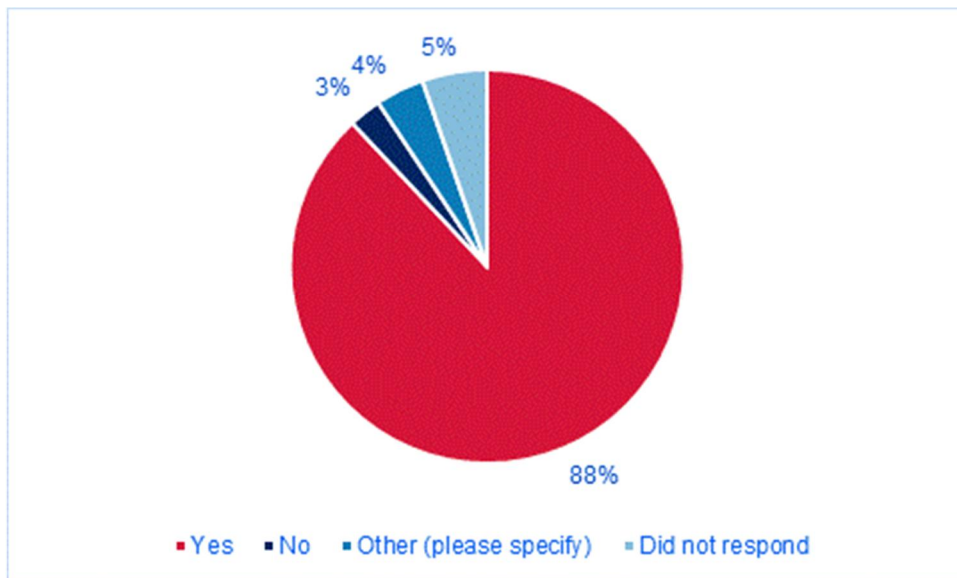


Figure 3.17 Likeliness of recommending Parkes to others

The stopper survey respondents were also asked an open-ended question on why they would recommend Parkes to others. Thirty-one (31) respondents answered this question and the answers were grouped into categories. Figure 3.18 shows the most common recommendations were for:

- The Dish (13 respondents or 42%)
- The pleasant nature of the Parkes town and surrounds (nine respondents or 29%)

- The Elvis festival (five respondents or 16%)
- Sport (two respondents or 6%)
- To look around/explore the town (two respondents or 6%).

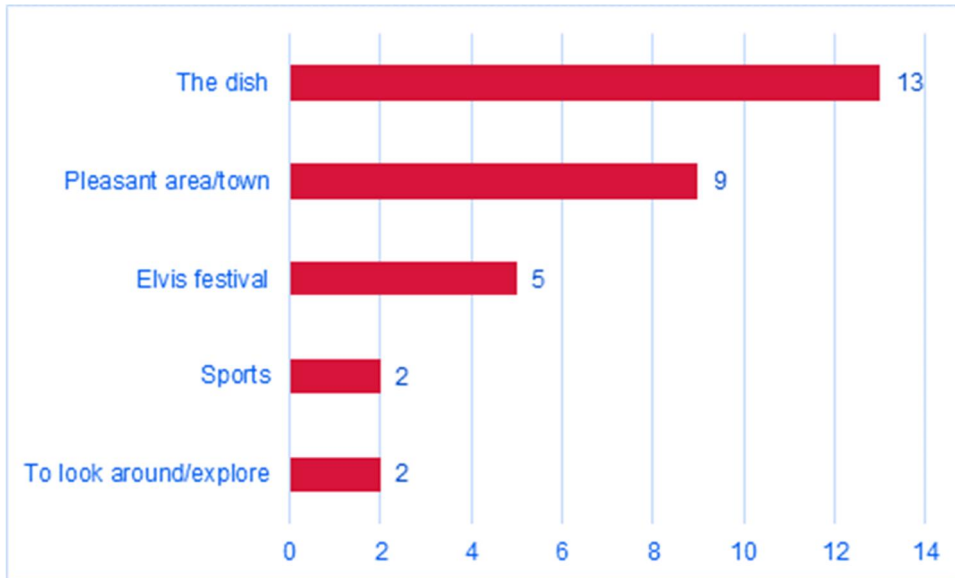


Figure 3.18 Visitor recommendations for Parkes

### 3.7 Awareness and position on the proposal

#### 3.7.1 Awareness of the proposal

The stopper survey respondents were asked if they were aware of the proposed Parkes Bypass. One respondent did not reply to this question. Figure 3.19 shows that the results of the question were as follows:

- 20 respondents (27%) replied that they were aware of the proposed bypass
- 54 respondents (72%) replied that they were not aware of the proposed bypass.

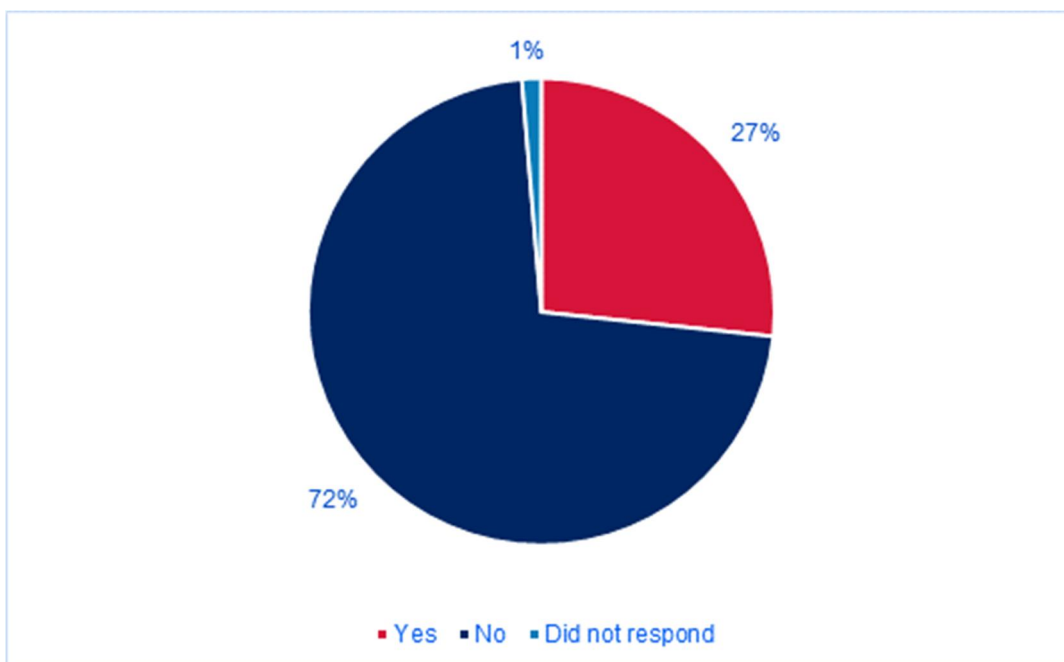


Figure 3.19 Respondent awareness of the proposed bypass

### 3.7.2 Likelihood of using the bypass or visiting Parkes

The stopper survey respondents were asked if they would choose to stop in Parkes or use the bypass after it was built and why. Five respondents did not answer this question. Figure 3.20 shows that:

- 26 respondents (35%) said that they would use the bypass
- 22 respondents (29%) said they would still visit Parkes
- 22 respondents (29%) were undecided.

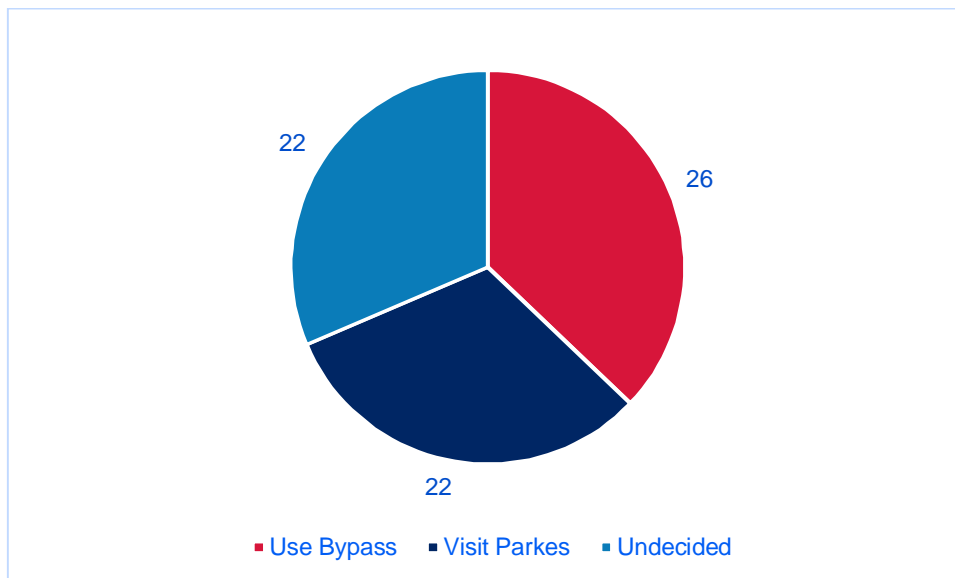


Figure 3.20: 3.7.2 Likelihood of using the bypass or visiting Parkes

Respondents were then asked to provide an explanation in relation to the above question. The question was open-ended, and 28 respondents provided an answer. Similar answers have been grouped into categories and are listed below:

- 11 respondents (15%) answered that it would depend on their journey constraints (eg. depending on their destination or any time constraints they may have).
- Four respondents (5%) answered that it would depend on if they needed a break
- Three respondents (4%) would still come to Parkes for business or shopping
- Two respondents (3%) replied that they would visit Parkes as it has the best truck stop
- Two respondents (3%) replied that they would prefer to take the existing, more scenic, route through Parkes
- One respondent (1%) replied that they would use the bypass if required
- One respondent (1%) replied that they would still visit Parkes as they like the town
- Four respondents (5%) answered that they were not sure or undecided as they do not often come to Parkes.

## 3.8 Suggested strategies and mitigation measures

### 3.8.1 Strategies to promote Parkes

The stopper survey respondents were asked to provide ideas and suggestions to attract people to visit Parkes in the future once the proposal was built. The question was open-ended. Similar answers have been grouped under categories, while some answers fell under more than one category. Figure 3.21 shows that the most common responses were:

- Advertising (37 respondents or 49%). Of the respondents who answered advertising, the elements, or forms of advertising, that were suggested included:
  - Promotion of festivals and attractions in Parkes (29 respondents or 38%)
  - Promotion of amenities such as caravan facilities, food, accommodation and rest stops in Parkes (eight respondents or 11%)
  - Online advertising and bookings through websites such as TripAdvisor (five respondents or 7%).
- Signage (34 respondents or 45 %)
- Provide and/or upgrade amenities (17 respondents or 23%)
- Label the proposal as a 'truck only bypass' (four respondents or 5%)
- Maintain easy access into Parkes (four respondents or 5%)
- Encourage business and clubs in Parkes (three respondents or 4%)
- Beautifying Parkes (two respondents or 3%)
- Take no action as people would still visit Parkes (two respondents or 3%)
- Better transport between regional cities/towns (one respondents or 1%)
- Community consultation during construction (one respondent or 1%).

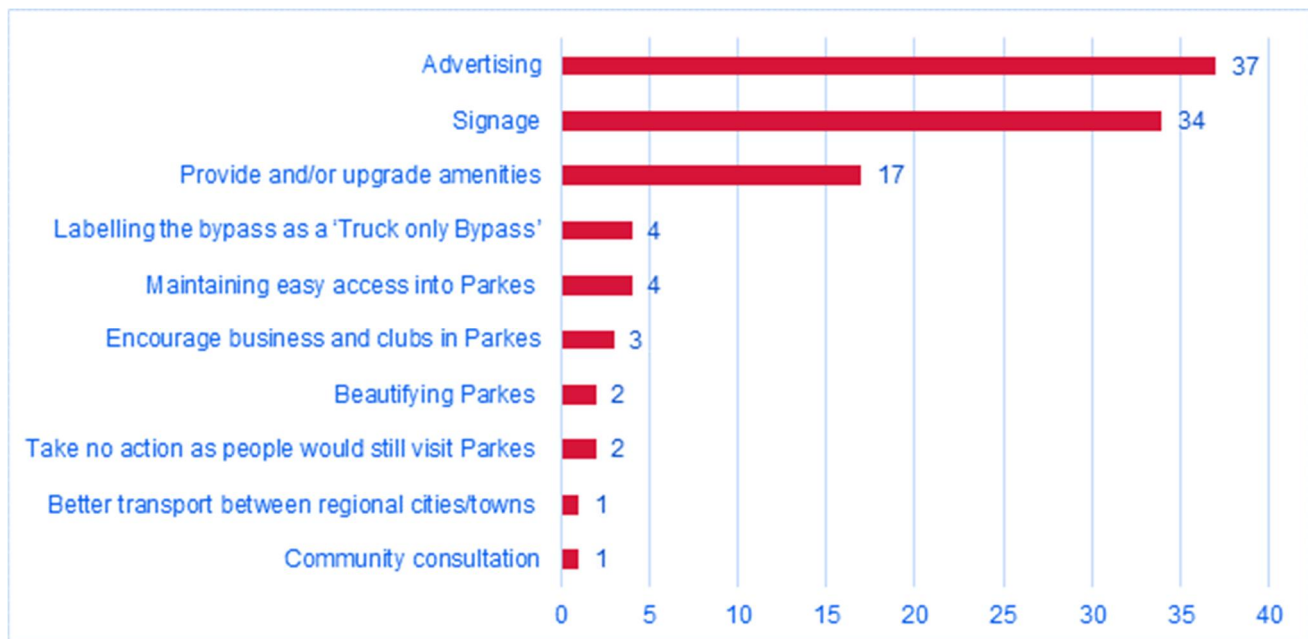


Figure 3.21: Suggestions made to attract people to visit Parkes once the proposal is built

## 3.9 Respondent Profile

### 3.9.1 Occupation

Respondents were asked for their occupation. The question was open-ended and answers were grouped into categories. Seventy-three (73) respondents answered this question. Figure 3.22 shows that the most common responses were:

- Professional/management (10 respondents or 13%)
- Health/community services (eight respondents or 11%)
- Teacher (seven respondents or 9%)

- Sales/hospitality (five respondents or 7%)
- Tradesperson (three respondents or 4%)
- Student (three respondents or 4%)
- Truck driver (three respondents or 4%)
- Farmer (three respondents or 4%)
- Other (four respondents or 5%).

Most of the respondents (24 or 32%) were retired.

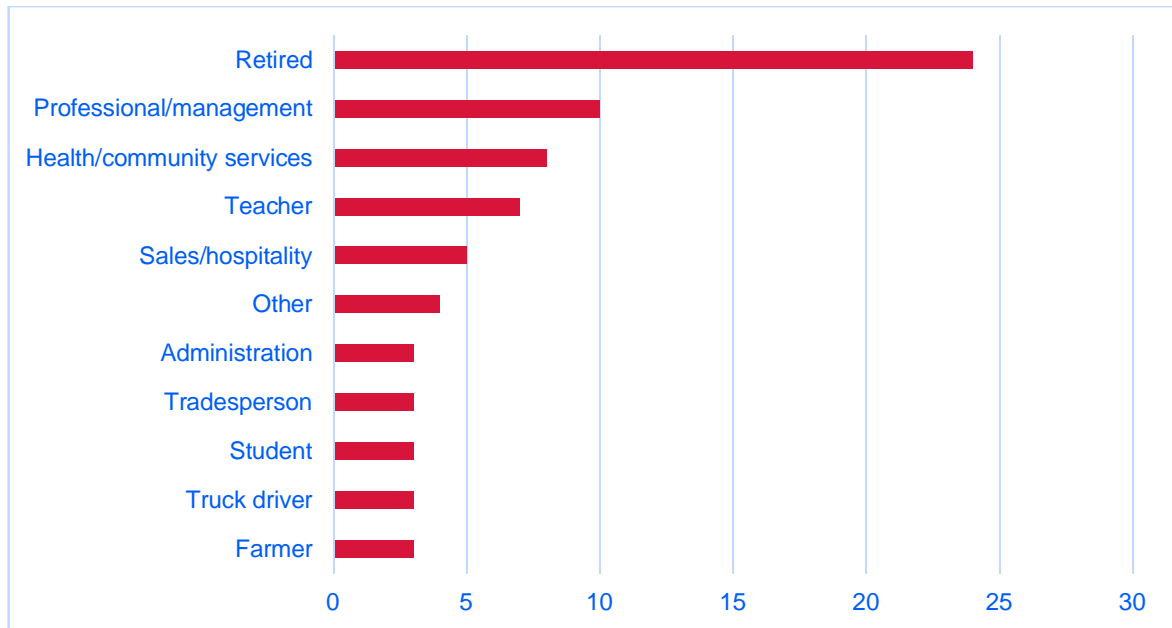


Figure 3.22 Occupation of respondents

### 3.9.2 Age

Respondents were asked in which age bracket they sat. All respondents answered this question. Figure 3.23 shows that the most common responses were:

- 28 respondents (37%) were aged 60 and over
- Six respondents (8%) were aged between 55-59
- Nine respondents (12%) were aged between 50-54
- Seven respondents (9%) were aged between 45-49
- 11 respondents (15%) were aged between 40-44
- Three respondents (4%) were aged between 35-39
- Four respondents (5%) were aged between 30-34
- Two respondents (3%) were aged between 18-24.



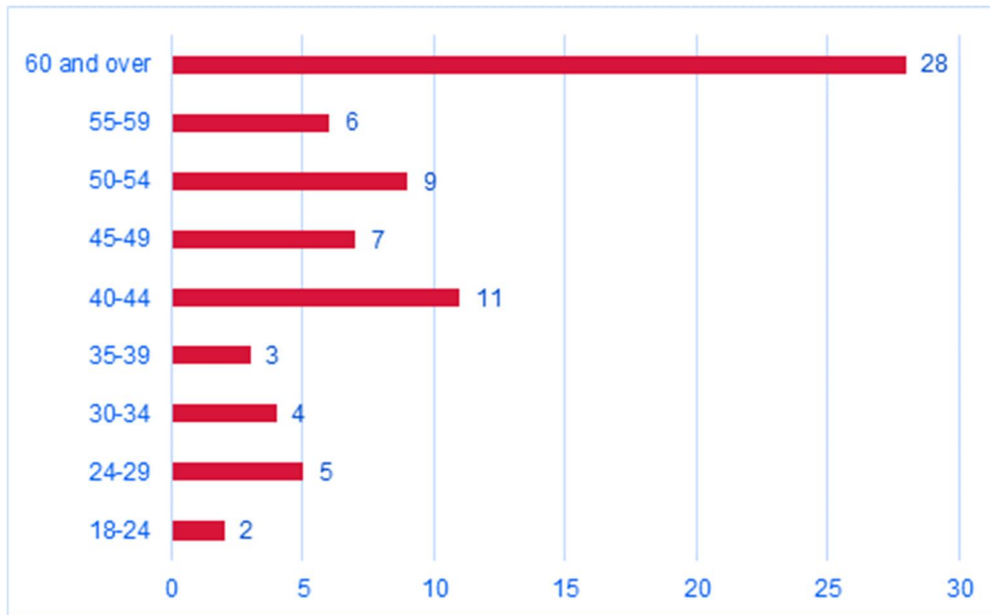


Figure 3.23 Age of respondents

**Appendix A: business survey questions and results**

June 2017

## Proposed business and stopper surveys in support of the Newell Highway Upgrade: Parkes Bypass

### Background

Roads and Maritime Services (Roads and Maritime) is proposing to build a new 10.5 kilometre bypass about 600 metres west of the existing Newell Highway in Parkes (the Parkes Bypass). The work forms part of the wider strategy announced in 2015 to upgrade the Newell Highway to prioritise freight movement. To date, \$50 million has been allocated to build the bypass. Roads and Maritime is currently developing the concept design for the bypass and is planning to publish its review of environmental factors (REF) later this year.

In December 2016, Roads and Maritime issued its proposal and invited the community and other stakeholders to provide comments by:

- Asking people to respond to an online survey
- Running nine community drop-in sessions
- Undertaking key stakeholder meetings
- Holding face-to-face meetings with affected residents, key businesses, and property landowners.

Through this process, Roads and Maritime:

- Received 220 responses to the online survey
- Had over 800 people attend the nine community drop-in sessions
- Received stakeholder feedback from the range of face-to-face meetings
- Generated nine pieces of media coverage.

Key in the community and stakeholder's responses, were concerns about the potential loss of passing trade and/or businesses choosing to relocate or not locate themselves in Parkes once the bypass was built. In response, Roads and Maritime is planning to undertake a series of business and stopper surveys to gain more information on the socioeconomic issues relating to trade and business in the town centre. This information will be used to support and inform the REF and is the approach that has been adopted for a range of similar proposals such as the Scone Bypass upgrade and Pacific Highway extension at Raymond Terrace.

This letter is a request to the Minister to endorse the following questions that would be asked in Parkes to business owners and the public.

### Business surveys

Our proposal is to ask 90 businesses questions relating to passing trade. These questions will be asked electronically (ie. using an iPad). Hard copies will also be provided if people ask for more time to respond.

## Business survey structure and questions

Hi I am \_\_\_\_\_ from WSP. My colleague would have spoken to you over the phone recently about us asking a few questions on behalf of Roads and Maritime in relation to the proposed Parkes Bypass, part of the Newell Highway Upgrade. These questions will help us improve our understanding of how the community and local businesses feel about the proposal and how it may affect you in the future. Could I therefore take about 10 minutes of your time to discuss your business and your views of the changes to traffic passing through town as a result of the bypass? All of the information you provide will be strictly confidential and will only be used to assist in understanding the socioeconomic impacts of the bypass on local businesses. Should you have any further questions please either call [number insert] or send an email via [email insert] and someone at Roads and Maritime will respond to you directly.

With your approval, Roads and Maritime will continue to keep you updated about the proposal as it progresses. There will also be further opportunities for you to comment on what is proposed.

*\*Allow to tick multiple answers for relevant multiple choice questions*

## Background

**Survey date:**

**Business name (optional):**

**Business address (optional):**

**Contact details (optional):**

## Questions

**Question 1: Where are you located (this needs asking if this is not clear)?**

<input type="checkbox"/>	Hartigan Avenue	<input type="checkbox"/>	Bogan Street
<input type="checkbox"/>	Newell Highway	<input type="checkbox"/>	Main Road
<input type="checkbox"/>	London Road	<input type="checkbox"/>	Other (please specify) _____

**Question 2: Which of the following industries or sectors best describes your business?**

<input type="checkbox"/>	Agriculture, forestry and fishing
<input type="checkbox"/>	Mining
<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Electricity, gas, water and waste services
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Wholesale trade
<input type="checkbox"/>	Retail trade
<input type="checkbox"/>	Accommodation and food services
<input type="checkbox"/>	Transport, postal and warehousing
<input type="checkbox"/>	Information, media and telecommunications
<input type="checkbox"/>	Financial and insurance services
<input type="checkbox"/>	Rental, hiring and real estate services

- Professional, scientific and technical services
- Administrative and support services
- Public administration and safety
- Education and training
- Health care and social assistance
- Arts and recreation services
- Other services (please specify) .....

**Question 3: More specifically, what is the nature of your business?**

- Agricultural business – crop growing
- Agricultural business – livestock farming
- Agricultural business – other (please describe) .....

- Manufacturing – food products
- Manufacturing – metal products
- Manufacturing – machinery and equipment
- Manufacturing – other (please describe) .....

- Construction – building construction
- Construction – construction services
- Construction – other (please describe) .....

- Wholesaling – building products
- Wholesaling – machinery and equipment
- Wholesaling – other (please describe) .....

- Service station
- Supermarket/grocery store/food store
- Retail – hardware, building, garden supplies
- Retail – household/ electrical goods
- Retail – clothing/ footwear
- Retail – recreational goods
- Retail – chemist, newsagent
- Retail – other (please describe) .....

- Accommodation
- Take-away
- Café/restaurant
- Pub/tavern
- Real estate
- Machinery/equipment hire
- Repair and maintenance (for example, crash repair, mechanic, machinery/ equipment repair)

<input type="checkbox"/>	Personal services (for example, hairdresser)
<input type="checkbox"/>	Medical/health care
<input type="checkbox"/>	Other (please describe)

---

**Question 4a: How long has your business operated in its current location?**

<input type="checkbox"/>	Less than 12 months	<input type="checkbox"/>	6-10 years
<input type="checkbox"/>	1-2 years	<input type="checkbox"/>	11-20 years
<input type="checkbox"/>	3-5 years	<input type="checkbox"/>	More than 20 years (please specify)

---

*If the business has operated for less than five years in its current location then ask*

**Question 4b: Where were you previously located?**

<input type="checkbox"/>	In Parkes	<input type="checkbox"/>	Around Parkes (within 10 km)
<input type="checkbox"/>	Regionally (within 50 km)	<input type="checkbox"/>	It was opened as a new business

**Question 5: How many people does your business employ (including yourself)?**

<input type="checkbox"/>	One	<input type="checkbox"/>	11-20
<input type="checkbox"/>	2-5	<input type="checkbox"/>	21-50
<input type="checkbox"/>	6-10	<input type="checkbox"/>	More than 50

**Question 6a: Where do most of your customers come from?**

<input type="checkbox"/>	Within Parkes	<input type="checkbox"/>	Sydney
<input type="checkbox"/>	Interstate commuters (QLD/VIC/TAS)	<input type="checkbox"/>	Visiting Parkes
<input type="checkbox"/>	Passing through the area	<input type="checkbox"/>	Regional NSW
<input type="checkbox"/>	Forbes	<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Dubbo	<input type="checkbox"/>	Other (please specify)

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**Question 6b: What percentage of your custom comes from people...**

<input type="checkbox"/>	Within Parkes	<input type="checkbox"/>	Sydney
<input type="checkbox"/>	Interstate commuters (QLD/VIC/TAS)	<input type="checkbox"/>	Visiting Parkes
<input type="checkbox"/>	Passing through the area	<input type="checkbox"/>	Regional NSW
<input type="checkbox"/>	Forbes	<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Dubbo	<input type="checkbox"/>	Other (please specify)

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**Question 7: What percentage of your customers would you estimate to be passing motorists?**

<input type="checkbox"/>	Less than 10 per cent	<input type="checkbox"/>	51 to 75 per cent
<input type="checkbox"/>	10 to 25 per cent	<input type="checkbox"/>	More than 75 per cent
<input type="checkbox"/>	26 to 50 per cent	<input type="checkbox"/>	None

**Question 8: How many days each week do you receive custom from passing trade?**

Never  
Three or four days

One or two days  
More than five days

**Question 9a: Does the amount of custom you get from passing trade vary seasonally?**

Yes

No

**Question 9b: Where applicable, what causes your passing trade custom to vary seasonally?**

Time of the year  
Weather  
Events and festivals locally

School holidays  
Harvest time  
Other (please specify)

**Question 10: Typically, on average how much would a passing trade customer spend?**

0-\$50  
\$51-\$100  
\$101-250  
\$251-\$500  
\$501-\$1000

\$1001-\$2000  
\$2001-\$5000  
\$5001-\$10000  
Not sure  
Other (please specify)

**Question 11: How do people typically travel to get to your business (answer more than one where relevant)?**

Car  
Walk  
Cycle  
Public transport (bus)  
Not sure  
Other (please describe)

**Question 12: What are your normal trading hours? (answer more than one where relevant)?**

6am - 9am  
9am - noon  
Noon - 2pm  
2pm - 5pm  
5pm - 10pm  
Other (please describe)

**Question 13: Do you have a peak period of activity? If so, what are your busiest times? (answer more than one where relevant)?**

6am - 9am  
9am - noon  
Noon - 2pm  
2pm - 5pm  
5pm - 10pm

- Weekends
- Summer school holidays
- Winter school holidays
- No peak periods
- Other (please describe) \_\_\_\_\_

**Question 14: How do customers hear about your business?**

- |                          |                         |                          |                              |
|--------------------------|-------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Advertising radio       | <input type="checkbox"/> | Direct mail                  |
| <input type="checkbox"/> | Advertising print media | <input type="checkbox"/> | Signage                      |
| <input type="checkbox"/> | Social media promotions | <input type="checkbox"/> | Other (please specify) _____ |
| <input type="checkbox"/> | Website – online store  | <input type="checkbox"/> |                              |

**Question 15: How frequently do you undertake these activities?**

- |                          |             |                          |            |
|--------------------------|-------------|--------------------------|------------|
| <input type="checkbox"/> | Daily       | <input type="checkbox"/> | Monthly    |
| <input type="checkbox"/> | Weekly      | <input type="checkbox"/> | Biannually |
| <input type="checkbox"/> | Fortnightly | <input type="checkbox"/> | Annually   |

**Question 15: What is your current business turnover?**

- |                          |  |                          |                                       |
|--------------------------|--|--------------------------|---------------------------------------|
| <input type="checkbox"/> | Small business up to \$1 million                   | <input type="checkbox"/> | Medium to large business \$2 million+ |
| <input type="checkbox"/> | Small to medium business \$1 million - \$2 million | <input type="checkbox"/> | Not sure                              |

**Question 16: What benefits do you think building the bypass may have on your business?**

*Construction:*

- It may increase business and custom due to construction worker spending
- Not sure
- I do not think it will have any benefits
- Other (please specify)

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*Operation:*

- It may improve safety and amenity in the town centre
- It may provide better property and business access
- Not sure
- I do not think it will have any benefits
- Other (please specify)



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**Question 17: Do you expect there to be any negative impacts on your business from building the bypass?**

*Construction:*

<input type="checkbox"/>	It may cause temporary traffic delays and disruption for customers and employees
<input type="checkbox"/>	I may possibly experience a loss of custom as the construction work may put people off from travelling into Parkes
<input type="checkbox"/>	It may temporarily affect people being able to access my business
<input type="checkbox"/>	It may delay or disrupt service/delivery vehicles
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	I do not think it will have any impacts
<input type="checkbox"/>	Other (please specify)

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*Operation:*

<input type="checkbox"/>	I expect that I will lose some custom from passing trade as people will choose to use the bypass
<input type="checkbox"/>	I may have a reduction in local and regional custom as people will avoid travelling into Parkes
<input type="checkbox"/>	I expect to see an increase in passing trade custom as the improved amenity of the town centre may attract more people to visit and stay
<input type="checkbox"/>	I expect that my local and regional custom would either be the same or increase
<input type="checkbox"/>	I expect to see a loss or change to parking
<input type="checkbox"/>	I expect there may be changes to how people can access my business
<input type="checkbox"/>	Customers are likely to have to travel farther, or it would take longer for them to reach me
<input type="checkbox"/>	Customers are likely to have less far to travel, or it would take less time for them to reach me
<input type="checkbox"/>	Service/delivery vehicles and employees would have to travel farther or it would take longer for them to reach the business
<input type="checkbox"/>	Service/delivery vehicles and employees would have less far to travel or it would take less time to reach the business
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	I do not think it will have any impacts
<input type="checkbox"/>	Other (please specify)

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**Question 18: What measures do you think could be put in place to maximise the bypass' benefits/minimise impacts?**

*Construction:*

<input type="checkbox"/>	Consultation/communication with business about construction activities
<input type="checkbox"/>	Public notification/communication about access changes
<input type="checkbox"/>	Managing traffic disruptions
<input type="checkbox"/>	Maintaining property access
<input type="checkbox"/>	Signage
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Other (please specify)

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*Operation:*

<input type="checkbox"/>	Public notification/communication about access changes
<input type="checkbox"/>	Signage
<input type="checkbox"/>	Ensuring easy access is maintained to/from the town centre
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Other (please specify)

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**Question 19: Would you consider relocating outside of Parkes once the bypass is built?**

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	It's too early to say	<input type="checkbox"/>	

Why?

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**Question 20: How do you think the bypass will affect your turnover?**

<input type="checkbox"/>	Small negative change	<input type="checkbox"/>	Large positive change
<input type="checkbox"/>	Large negative change	<input type="checkbox"/>	No change
<input type="checkbox"/>	Small positive change	<input type="checkbox"/>	Not sure

**Question 21: How will reductions in passing trade that does not stop in Parkes affect your business?**

<input type="checkbox"/>	Small negative change	<input type="checkbox"/>	Large positive change
<input type="checkbox"/>	Large negative change	<input type="checkbox"/>	No change
<input type="checkbox"/>	Small positive change	<input type="checkbox"/>	Not sure

**Question 22: How will a calmed traffic environment attract more business activity to town?**

<input type="checkbox"/>	Small negative change	<input type="checkbox"/>	Large positive change
<input type="checkbox"/>	Large negative change	<input type="checkbox"/>	No change
<input type="checkbox"/>	Small positive change	<input type="checkbox"/>	Not sure

Why?

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**Question 23: How would you describe Parkes from an economic perspective?**

<input type="checkbox"/>	Steadily growing	<input type="checkbox"/>	No change
<input type="checkbox"/>	Thriving	<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Declining slowly	<input type="checkbox"/>	Other (please specify)
<input type="checkbox"/>	Deteriorating rapidly	<input type="checkbox"/>	_____

**Question 24: Have you identified any benefits associated with the project that might support local business?**

<input type="checkbox"/>	Amenity
<input type="checkbox"/>	New business opportunities
<input type="checkbox"/>	New location on bypass for business (highway fronting land)
<input type="checkbox"/>	Safety
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Other (please specify)

**Question 25: What factors could impact your daily trade?**

<input type="checkbox"/>	Weather
--------------------------	---------

<input type="checkbox"/>	Future planned development
<input type="checkbox"/>	Mining
<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Extreme weather events
<input type="checkbox"/>	Road closures
<input type="checkbox"/>	Other (please specify)

**Question 26: Do you support the project?**

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	Undecided	<input type="checkbox"/>	Not sure
<input type="checkbox"/>	Other (please specify) _____	<input type="checkbox"/>	

**Question 27: If you were not a small business owner would you think this project would benefit the town?**

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	Undecided	<input type="checkbox"/>	Not sure

*Why?*

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**Question 28: Are there any other matters that should be considered in designing or progressing the bypass?**

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## **Appendix B: stopper survey questions and results**

June 2017

## Proposed business and stopper surveys in support of the Newell Highway Upgrade: Parkes Bypass

### Background

Roads and Maritime Services (Roads and Maritime) is proposing to build a new 10.5 kilometre bypass about 600 metres west of the existing Newell Highway in Parkes (the Parkes Bypass). The work forms part of the wider strategy announced in 2015 to upgrade the Newell Highway to prioritise freight movement. To date, \$50 million has been allocated to build the bypass. Roads and Maritime is currently developing the concept design for the bypass and is planning to publish its review of environmental factors (REF) later this year.

In December 2016, Roads and Maritime issued its proposal and invited the community and other stakeholders to provide comments by:

- Asking people to respond to an online survey
- Running nine community drop-in sessions
- Undertaking key stakeholder meetings
- Holding face-to-face meetings with affected residents, key businesses, and property landowners.

Through this process, Roads and Maritime:

- Received 220 responses to the online survey
- Had over 800 people attend the nine community drop-in sessions
- Received stakeholder feedback from the range of face-to-face meetings
- Generated nine pieces of media coverage.

Key in the community and stakeholder's responses, were concerns about the potential loss of passing trade and/or businesses choosing to relocate or not locate themselves in Parkes once the bypass was built. In response, Roads and Maritime is planning to undertake a series of business and stopper surveys to gain more information on the socioeconomic issues relating to trade and business in the town centre. This information will be used to support and inform the REF and is the approach that has been adopted for a range of similar proposals such as the Scone Bypass upgrade and Pacific Highway extension at Raymond Terrace.

This letter is a request to the Minister to endorse the following questions that would be asked in Parkes to business owners and the public.

### Stopper surveys

To supplement the business surveys, we intend to undertake stopper surveys (ie stop members of the public and ask them a series of questions). These questions will be asked electronically (ie using an iPad). Hard copies will also be provided if people ask for more time to respond. To help, the majority of these questions were approved as part of the Scone Bypass/Raymond Terrace projects. Where additional information is being asked we have shown this in red.

## Stopper survey structure and questions

Hi I am \_\_\_\_\_ from WSP. We are asking few questions on behalf of Roads and Maritime in relation to the proposed Parkes Bypass, part of the Newell Highway Upgrade. These questions will help us improve our understanding of how the community and local businesses feel about the proposal and how it may affect you in the future. Could I therefore ask for about five minutes of your time to ask your views on the changes to traffic passing through town as a result of the bypass? All of the information you provide will be strictly confidential and will only be used to assist in understanding the socioeconomic impacts of the bypass on local businesses. Should you have any further questions please either call [number insert] or send an email via [email insert] and someone at Roads and Maritime respond to you directly.

With your approval, Roads and Maritime will continue to keep you updated about the proposal as it progresses. There will also be further opportunities for you to comment on what is proposed.

*\*Allow to tick multiple answers for relevant multiple choice questions*

## Background

**Survey date:**

**Day of the week:**

**Survey location (street name):**

**Time of the day:**

<input type="checkbox"/>
<input type="checkbox"/>

Morning (8am to 12pm)

Afternoon (2pm to 4pm)

<input type="checkbox"/>
<input type="checkbox"/>

Lunch time (12pm to 2pm)

Evening (4pm to 8pm)

**Closest business type:**

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>

Agriculture, forestry and fishing

Mining

Manufacturing

Electricity, gas, water and waste services

Construction

Wholesale trade

Retail trade

Accommodation and food services

Transport, postal and warehousing

Information, media and telecommunications

Financial and insurance services

Rental, hiring and real estate services

Professional, scientific and technical services

Administrative and support services

Public administration and safety

Education and training

Health care and social assistance

Arts and recreation services

Other services (please specify) .....

## Questions

### Question 1: Are you a...

<input type="checkbox"/>	Visitor	<input type="checkbox"/>	Frequent contractor
<input type="checkbox"/>	Resident	<input type="checkbox"/>	
<input type="checkbox"/>	Past resident	<input type="checkbox"/>	Other (please specify) _____

### Question 2: Visitors to Parkes: Is this your first stop since you stated your journey?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	If no, where else did you stop? _____	<input type="checkbox"/>	

### Question 3: How often do you come to/visit Parkes?

<input type="checkbox"/>	This is my first time	<input type="checkbox"/>	Frequent contractor
<input type="checkbox"/>	Resident	<input type="checkbox"/>	
<input type="checkbox"/>	Past resident	<input type="checkbox"/>	Other (please specify) _____

### Question 2: What's your home postcode?

### Question 2: What is your reason for being in Parkes?

<input type="checkbox"/>	To eat	<input type="checkbox"/>	To shop
<input type="checkbox"/>	To use a community facility such as a doctors, dentist, the library	<input type="checkbox"/>	To take a comfort break
<input type="checkbox"/>	To take a break from driving	<input type="checkbox"/>	To refuel
<input type="checkbox"/>	To repair the car	<input type="checkbox"/>	To look around
<input type="checkbox"/>	For a specific event or festival	<input type="checkbox"/>	To visit as a tourist
<input type="checkbox"/>	To visit friends and family	<input type="checkbox"/>	No specific reason, I was just passing through
<input type="checkbox"/>	Other (please specify) _____	<input type="checkbox"/>	

### Question 3a and 3b: What makes you come to Parkes or stop in Parkes?

People who live locally and regionally			
<input type="checkbox"/>	It's my nearest main town	<input type="checkbox"/>	I had a specific need to come into town however I don't normally come to Parkes
People who are passing through the area			
<input type="checkbox"/>	I had heard of Parkes and I wanted to specifically stop and visit	<input type="checkbox"/>	It was a good point on my journey to take a break
<input type="checkbox"/>	I saw the town and decided to stop	<input type="checkbox"/>	Something specifically caught my eye that I wanted to stop and look at (if so, please described what this is) _____



I typically stop in Parkes as I like the place

Other (please specify)  
\_\_\_\_\_

**Question 4a: How long to plan to stay in Parkes?**

Less than 15 minutes  
 30 to 50 minutes  
 The whole day  
 Other (please specify)  
\_\_\_\_\_

15 to 30 minutes  
 Half a day  
 Overnight

**Question 4b: When you leave Parkes where are you going? Is this your end destination? If no, what is your end destination? Eg. Parkes, Work, Dubbo, Sydney, Forbes etc.**

.....

**Question 5: Visitors to Parkes: is this your first stop since starting your journey?**

Yes

No (if not, where else did you stop)?  
\_\_\_\_\_

**Question 6: How often do you come to/visit Parkes?**

Daily  
 Monthly  
 About once every year  
 Other (please specify)  
\_\_\_\_\_

Weekly  
 Once every few months  
 This is my first time here

**Question 7: Where relevant, what type of business/facility have you visited today?**

Business	
<input type="checkbox"/>	Agriculture, forestry and fishing
<input type="checkbox"/>	Mining
<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Electricity, gas, water and waste services
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Wholesale trade
<input type="checkbox"/>	Retail trade
<input type="checkbox"/>	Accommodation and food services
<input type="checkbox"/>	Transport, postal and warehousing
<input type="checkbox"/>	Information, media and telecommunications
<input type="checkbox"/>	Financial and insurance services
<input type="checkbox"/>	Rental, hiring and real estate services
<input type="checkbox"/>	Medial facility (doctors, dentist)
<input type="checkbox"/>	Government service
<input type="checkbox"/>	Leisure facility
<input type="checkbox"/>	Other

**Question 8a: Where relevant, how much do you think you have spent in Parkes today?**

<input type="checkbox"/>	\$0-\$50	<input type="checkbox"/>	\$501-\$1000
<input type="checkbox"/>	\$51-\$100	<input type="checkbox"/>	\$1001-\$2000
<input type="checkbox"/>	\$101-\$250	<input type="checkbox"/>	
<input type="checkbox"/>	\$251-\$500	<input type="checkbox"/>	Other (please specify) _____

**Question 8b: Where relevant, where did you spend your money today?**

<input type="checkbox"/>	Wholesale/trade
<input type="checkbox"/>	Retail
<input type="checkbox"/>	Accommodation
<input type="checkbox"/>	Food services
<input type="checkbox"/>	Transport
<input type="checkbox"/>	Financial and insurance services
<input type="checkbox"/>	Rental or hire
<input type="checkbox"/>	Administrative and support services
<input type="checkbox"/>	Education and training
<input type="checkbox"/>	Health care and social assistance
<input type="checkbox"/>	Leisure and tourism
<input type="checkbox"/>	Other services (please specify)
<input type="checkbox"/>	

**Question 9a: What do you like about Parkes that would make you stay for longer (ie. attractions, community services, accommodation, less traffic)**

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**Question 9b: Visitors to Parkes: Would you consider staying here overnight?**

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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*Why?*

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**Question 9c: Would you come back?**

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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Why?

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**Question 9d: Would you recommend that other people come to Parkes?**

Yes

No

Why?

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**Question 10: Are you aware of the proposed Parkes Bypass?**

Yes

No

**Question 11: If you had the alternative of using a bypass instead of entering Parkes on your journeys which would you choose?**

Bypass  
 Not sure

Visit Parkes  
 Undecided

Why?

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**Question 12: What could Roads and Maritime do to attract people to stop in Parkes once the bypass was built?**

**Question 13: What is your occupation?**

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**Question 14: What age bracket do you fall under?**

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# Appendix C

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Consultation program



# Consultation program

## Preliminary consultation

Preliminary consultation with community and stakeholders commenced in 2014 to inform earlier studies including:

- Newell Highway Corridor Strategy – Between May and June 2014, Transport for NSW and Roads and Maritime conducted community consultation to seek feedback on the Newell Highway Corridor Strategy
- Parkes Bypass strategic concept design – In December 2016, Roads and Maritime released its strategic concept design for the bypass and invited the community and stakeholders to comment. Consultation included an online survey, nine community drop-in sessions and targeted consultation with stakeholders. including emergency services, bus and taxi operators, the local chamber of commerce, Northparkes Mines and Parkes Shire Council, and directly affected landowners.

## Consultation to inform the REF

Table C.1 shows the timeline of key engagement activities to inform the REF.

Table C.1 Consultation activities undertaken to inform the bypass

Date	Consultation and communications
December 2016	<p>Project Milestone</p> <ul style="list-style-type: none"> <li>• <b>8 December:</b> Proposed route was announced by Roads and Freight Minister Duncan Gay.</li> </ul> <p>Consultation activities:</p> <ul style="list-style-type: none"> <li>• <b>13, 15, 17 December:</b> Drop in Session at Metro Plaza (Parkes town centre)</li> <li>• <b>16 December:</b> Drop in Session at Clarinda Street (Parkes town centre)</li> <li>• 'Have your say' community survey period commences.</li> </ul> <p>Supporting communications:</p> <ul style="list-style-type: none"> <li>• Parkes Bypass at Parkes community update</li> <li>• Distribution of postcards.</li> </ul>
January 2017	<p>Consultation activities:</p> <ul style="list-style-type: none"> <li>• <b>31 January:</b> Drop in Sessions at Metro Plaza and Clarinda Street (Parkes town centre).</li> </ul>
February 2017	<p>Consultation activities:</p> <ul style="list-style-type: none"> <li>• <b>2 February:</b> Drop in Sessions at Metro Plaza and Clarinda Street (Parkes town centre)</li> <li>• <b>10 February:</b> 'Have your say' survey closes.</li> </ul>
March 2017	<p>Consultation activities:</p> <ul style="list-style-type: none"> <li>• <b>15 January:</b> Roads and Maritime conduct targeted stakeholder meetings.</li> </ul>
July 2017	<p>Consultation activities:</p> <ul style="list-style-type: none"> <li>• <b>17-28 July:</b> Business and visitor surveys undertaken in Parkes</li> <li>• <b>26 July:</b> Presentation to Parkes Chamber of Commerce.</li> </ul>

## Visitor and business sentiment towards bypass

In addition to the community consultation undertaken by Roads and Maritime, targeted business and visitor surveys were undertaken in July 2017 to inform this socio-economic assessment. 105 guided surveys were conducted with businesses in Parkes and 75 intercept surveys with randomly selected visitors to parks and the surrounding area.

### Visitor surveys

Stopper surveys were conducted at visitors nodes throughout Parkes and the surrounding area to provide an insight into visitors behaviours and the likely impact of a bypass on visitation to Parkes. The survey provides a snapshot of who is visiting Parkes, from the surrounding area, and from further afield. Survey locations included visitors to the CSIRO Radio Telescope (the Dish) to the north of Parkes and the New South Wales Women's State Hockey Championships Masters competition.

In total, 75 survey responses were received between 22 July 2017 and 28 July 2017.

A high proportion of respondents were of retirement age, with 28 being 60 years or over. Anecdotally it was explained by local businesses that this time of year is known to be a busy time for 'grey nomad' retirees travelling north for the warmer climate.

Most survey respondents were from New South Wales or the Australian Capital Territory, although a significant proportion came from interstate, Victoria (14), or Queensland (11) and further afield.

Locals constituted 15 of the 75 responses, and there were 3 international visitors surveyed (all at The Dish).

### Business surveys

A targeted survey of 105 local businesses was undertaken in July 2017 to understand local business concerns and issues regarding the construction and operation of the bypass. Highway dependent businesses (which serve the needs of passing motorists) within the Study Area include a motel, service stations, takeaway food stores, cafes and restaurants, and to a smaller extent bulky goods outlets. All businesses seen to be highly dependent on the highway and are located along the current Newell Highway alignment (Bogan Street/Peak Hill Road) in Parkes were surveyed.







[rms.nsw.gov.au/autorenew](https://rms.nsw.gov.au/autorenew)



13 22 13



Customer feedback  
Roads and Maritime  
Locked Bag 928,  
North Sydney NSW 2059

**September 2018**