



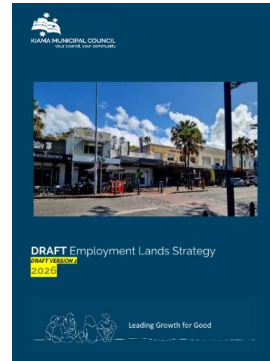
Public Exhibition Engagement Report Draft Employment Lands Strategy v2

The Employment Lands Strategy will provide a strategic planning framework to guide the management and growth of employment lands within the Kiama LGA over the next 20 years.

Employment lands are used for employment generating activities and include Commercial (ie office, retail and business premises) and Industrial (ie light and general industrial premises).

The Draft Employment Lands Strategy version 2 (Draft v2) was endorsed by Council at the meeting on 21 April 2026.

This report presents a summary of the community and stakeholder feedback received during the public exhibition period, response and outcomes. Please also refer to the public exhibition engagement report for Draft v1.



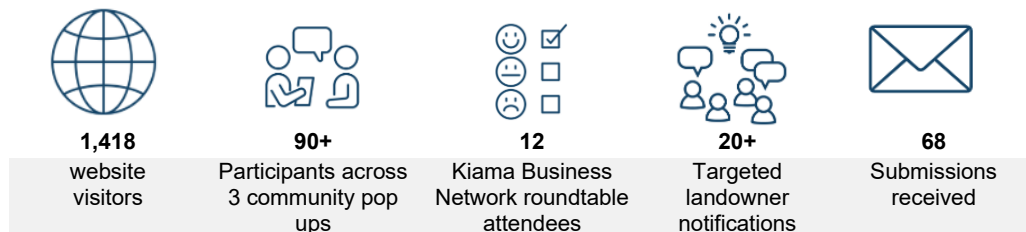
Public exhibition period

Friday 24 April 2026 to Sunday 24 May 2026 (30 days).

Engagement activities

Dedicated [Your Say Page](#) | Media release | Social Media posts (14k reach) | Posters distributed across the municipality | Included in The Bugle newspaper double spread | Aboriginal Advisory Group Meeting

How community got involved



What we heard

Submissions supported the development of an Employment Lands Strategy to guide future commercial and industrial developments in the LGA. Some submissions raised concern about the usability of the current zoned land and with the proposed locations of future industrial land, and the role of the LGA within the region. Comments from NSW State Agencies were also received and considered.



What's next

A final Employment Lands Strategy will be prepared and reported back to Council for endorsement to adopt. Once adopted, the Employment Lands Strategy will guide the current and future commercial and industrial land growth in the Kiama Council area and the Actions in the Strategy will be implemented.

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Summary table of feedback received, response and outcome

Note: All submissions have been read and considered in full. This report provides a high level summary of the key themes raised.

Feedback received	Response	Outcome
Support for an Employment Lands Strategy Submissions supported the preparation of an Employment Lands Strategy to provide the framework for the provision of commercial and industrial opportunities in the Kiama LGA. It is clear a lot of thought has gone into understanding both the opportunities and the constraints across the LGA.	Noted. Council is pleased to be progressing the preparation of an Employment Lands Strategy (ELS) to support the recently adopted Local Housing Strategy (LHS).	No change to Draft v2.
Baseline assumptions – current industrial land Some submissions queried the baseline assumption of current industrial land in the strategy, and that they are based on state government methodology and modeling rather than local context, constraints and market realities, which has resulted in the current supply being overstated. The following sites were specifically highlighted: - 0.5ha of land – substation now rezoned to SP2 - 1 ha of land in Victoria Street that contains dwellings - 1.4ha in the Gerringong Rail Corridor - 0.6ha in the Barney Street Quarry site The submission notes that therefore, the strategy does not adequately plan sufficiently for the future industrial land requirements of the LGA.	The baseline industrial supply data that informed the draft ELS is from the NSW Government's Employment Lands Development Monitor (ELDM). The ELDM uses the zoned land area. It is noted that some of the land currently zoned for industrial uses may be vacant, underutilised or currently used for another permitted purpose (ie residential, infrastructure) and the draft ELS attempts to respond to this through the actions and implementation plan. It is also noted that the ELDM has not yet been updated to some recent rezonings. Where dwellings are located in industrial land, these can be (and some are) used for industrial or business purposes, and the ELS includes actions to incentivise the use of employment lands for employment generating purposes. The ELS will also include an action to work with state government and identify surplus land.	The ELS has been updated as follows: The current zoned industrial land has been updated as follows: - 55 Rowllins Ave Gerringong (electricity substation) has been removed as this was recently rezoned to SP2 Infrastructure. - The Kiama Works Depot site on Shoalhaven Street Kiama has been removed as this was recently rezoned to R3 Medium Density Residential. An action has been added to: - Work with NSW state government agencies to identify surplus land that may be suitable for employment uses.
Objection to industrial land in Greenfield sites	Each site has been reviewed against the criteria in the draft Statewide Policy for Industrial Lands.	The ELS has been updated as follows:

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Feedback received	Response	Outcome
Concern was raised about the impact of proposed industrial development, even light industrial, within Greenfield development sites such as Springside Hill and the Riversdale Road Precinct. This area is currently 'rolling green hills', industrial development would be incompatible with the proposed residential development, and there would also be an impact to adjoining (existing) residents. Suggest another location be found.	Specifically, the Springside Hill site has been reviewed against the criteria and it is noted that this site does not have direct connection to the M1 Princess Hwy or a transport corridor. It is also noted that a Planning Proposal for the site is currently in the Rezoning Review process and that this does not include Industrial Land, nor was this a recommendation of the Southern Regional Planning Panel who is the Plan Making Authority for the application. The Riversdale Road site does not propose industrial land.	- The proposed industrial land within the Springside Hill development of 1 ha has been removed. - The proposed commercial/retail land within the Springside Hill development site has been increased from 0.5ha to 1ha.
Industrial lands within the Bombo Quarry Precinct The proponent supports the strategy, however, suggests that the following be adopted for the Bombo Quarry Precinct: A total of 5 or 6 ha of employment land comprising of 2.5-3.5 ha of E1 Local Centre and up to 2.5ha of E3 Productivity Support, co-located within the Town Centre area. Any E4 General Industrial is not supported for the site as this would create a land use conflict for the proposed new coastal village. The site may also include a primary school site which would provide additional employment opportunities.	The Draft ELS v2 identifies the need for - 2,800sqm of GFA retail floor area (1.2ha of land) - 2,000sqm of commercial floor area - 3ha of Industrial land. The ELS identifies the Town Centre (commercial / retail) as being a separate location to the proposed industrial land to minimise conflicts between land uses. The Master planning phase of this precinct provides the opportunity for both the commercial town centre and industrial land are to be appropriately planned and designed without impacting the residential component or amenity of future residents. It will also be important to ensure the GFA outcomes, noting that mixed use development (ie shop top housing) is permissible in the E1 Local Centre zone. It is noted that the site has also been identified for a primary school which is separate to these calculations.	The ELS has been updated as follows: - The proposed Industrial land has been increased from 3ha to 5ha.
Objection to industrial development in Gerringong (south of Belinda St) Concern that this area is a large catchment area for the Crooked River and is prone to heavy flooding, supports a diverse range of wildlife is a stormwater catchment and is a	These sites were initially put forward as part of the Local Housing Strategy Expression of Interest for residential, however due to the flooding and other constraints were not considered suitable for future housing. The Departments Flood Manual allows for development for non-residential purposes, and any future development	The ELS has been updated as follows: - Flooding has been noted as a constraint for this site.

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Feedback received	Response	Outcome
current diary farm. Development of this land would result in impacts to flooding, traffic and the sewerage system. Objection to Sims Road Precinct Investigation Area 43 of the submissions (ie 68%) raised strong objection to the inclusion of the "Sims Road Precinct Investigation Area" in the Draft Strategy v2. This objection included from landowners who had not been consulted with prior to the public exhibition of the strategy and did not support its inclusion. Concern was also raised about: • inadequate reasoning for including this land in the draft strategy. • The land should not be considered until a Rural Lands Strategy has been prepared. • There would be a conflict with the adjoining rural land that has an agricultural use. • The site is constrained by a lack of essential infrastructure such as water, sewer, road capacity, easements and eastern gas pipeline. • The long term impact of this proposal. • The risk of urban sprawl due to unplanned development • Impact on the towns character, tourism appeal and lifestyle. • Environmental and stormwater risks • Visual amenity and landscape impacts to the entrance to Gerringong (affecting all residents and tourist visitors) • There are more suitable locations for industrial land. • The process to include this land undermines the integrity of the strategy. Appropriate zoning for proposed employment lands The draft strategy identifies proposed employment land and whether this is commercial/retail or industrial. There is also commentary around suitable zoning for sites (ie E3 or E4). It	proposal would require detailed flood modelling and consideration of all site constraints prior to any rezoning. It is acknowledged that affected landowners were not consulted with during the preparation of Draft v2, as this land was not included in the draft strategy that was prepared by staff and included in the Business Paper that was reported to Council. This land was added to Draft v2 prior to public exhibition in accordance with the amended resolution of Council. The affected landowners were notified during the public exhibition period. It is acknowledged that some landowners strongly oppose the inclusion of this land in the ELS. The proposed "Sims Road Investigation Area" has been further reviewed and consistent with previous findings is not considered appropriate for inclusion in the ELS at this time (refer to Public Exhibition Engagement Report for Draft v1 and Council Report for the 21 April 2026 Council Meeting). The Bombo Quarry Precinct is the most suitable location for industrial land, and this has been increased. The "Sims Road Precinct Investigation Area" and other land in Gerringong and across the LGA will be further considered following the preparation of a Rural Lands Strategy and completion of other actions in the ELS to review and confirm the current and future availability of employment lands in the LGA. This comment is noted. The aim of the strategy is to plan for "employment lands" which is then broken down into commercial, retail and industrial.	The ELS has been updated as follows: • The "Sims Road Precinct Investigation Area" has been removed. • The proposed industrial land in Bombo Quarry has been increased. The ELS has been updated as follows:

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Feedback received	Response	Outcome
is considered that the strategy should not specify the future zoning of the land, but rather, this should be considered as part of future precinct planning and/or planning proposals.	It is agreed that the appropriate time to determine the specific land use zone is through the planning proposal process. It is also noted that an action in the strategy is to review the permissible and prohibited development within each zone.	- Images on maps are clearly stated to be "indicative only" - Wording has been included that the final zone will be considered as part of the Planning Proposal process.
Support for strategy providing flexible for tourism operators The strategy acknowledges the limitations of some current land zonings, for example the Jamberoo Action Park is located on Rural zoned land. While this is a good starting point, the strategy could be strengthened further by providing some direction around flexibility, particularly for established tourism operators and other employment generating uses outside the standard zones. That could include a more practical approach to ancillary uses or seasonal activities, where they are low impact and consistent with the surrounding area.	The Employment Lands Strategy was updated in Draft v2 to reference employment generating activities carried out on other land zonings. An action to review and where appropriate update the land zone was also added to Priority 2.	No change to Draft v2.
Need for a Rural Lands Strategy Some submissions raised concern that the Employment Lands Strategy has been prepared ahead of a Rural Lands Strategy. This limits Council's opportunity to protect rural lands that are viable for agriculture purposes and has the potential to permanently sterilise valuable rural land. Through the Rural Lands Strategy there may also be opportunities for localised niche and co-operative food and fibre producing businesses that could integrate with the tourist economy. The ELS could be improved by strengthening reference to agriculture in the employment generating context.	These concerns are noted. Preparation of a Rural Lands Strategy is included in the DPOP to commence in 2026/27. Following the preparation of a Rural Lands Strategy, the suitability of any additional land will be further considered and if suitable, included in a future review of the Employment Lands Strategy. The employment land identified in the strategy is within land already identified for urban development in the adopted Local Housing Strategy, and two land areas that were nominated for inclusion in the Local Housing Strategy but due to flooding constraints are only suitable for non-residential purposes. The outcomes of the Rural Lands Strategy may also inform a future review of the Employment Lands Strategy to better reference agricultural uses as employment land.	No change to Draft v2.

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Feedback received	Response	Outcome
Need for Gerrington Town Centre Master Plan review The review of the Gerrington Town Centre master Plan is long overdue and is required to ensure that employment lands are planned alongside the long term vision for the town centre.	The Gerrington Town Centre Review is due to commence in 2028/29 and the outcomes of the Employment Lands Strategy will be implemented through this review, and any outcomes of the Gerrington Town Centre review will be included in a review of the Employment Lands Strategy.	No change to Draft v2.
Loss of businesses A number of businesses have been forced to relocate to other LGAs due to insufficient or inappropriate employment lands in the Kiama LGA. It is therefore imperative that Council sufficiently plans for new employment lands. Businesses do not want to leave the LGA but have no other choice.	These comments are noted. As noted above, and it is an objective of the draft ELS, notwithstanding the known constraints and limitations, to ensure there are suitable employment lands for businesses to operate in the Kiama LGA, through both enhancement of existing areas and provision of new land.	No change to Draft v2.
Loss of current industrial land – Kiama Depot The loss of industrial land as a result of the proposed rezoning to residential has not been considered in the strategy. The industrial land in Shoalhaven Street, Kiama represents over half of Kiama's current General Industrial capacity must be replaced to ensure businesses have somewhere to go. The engagement report for Draft v1 states that if the rezoning proceeds that council proposes reviewing the Minnamurra Waste Depot SP2 zoning to E4 General Industrial to offset this loss. The Minnamurra Waste Depot sits adjacent to the Minnamurra River and rezoning land in that location to General Industrial raises environmental questions that the engagement report does not address. The strategy should confirm that there will be no net loss of industrial land and be clear on the zoning pathway, environmental assessment, timing and replacement capacity.	It is acknowledged that there was a proposal to rezone part of the industrial land on Shoalhaven Street to residential at the time of preparing the Employment Lands Strategy, however at the time of preparing the draft and draft v2 this land was zoned industrial (E4). The total industrial zoned land area of this area was 2.3ha: 0.4ha was not included in the rezoning proposal and is retained as industrial zoned land. 1.9ha was subject to the rezoning proposal and is now zoned R3 Medium Density Residential. The ELS has been updated to include proposed future industrial land at the Kiama Waste Depot site, where the Kiama Works Depot will potentially be re-located to. This is in accordance with a Council resolution to consider opportunities to re-locate the Works Depot to the Waste Depot and consider the appropriate zoning for the Waste Depot. This will require a Planning Proposal which will require all of the Ministerial Direction to be addressed and satisfied including protection of the adjoining Minnamurra River.	The draft ELS has been updated as follows: - Remove 1.9ha of E4 zoned land to recognise the rezoning of the Kiama Works Depot site. - Include 2ha of land at the Kiama Waste Depot site in Minnamurra as proposed future industrial land. - Retain the action to review the current SP2 zoning of the Minnamurra Waste Depot and consider rezoning this to E4 to ensure there is no net loss of industrial land.

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Feedback received	Response	Outcome
Other comments included: - The strategy should make a stronger case for change on Klamath's role as a commuter belt. - Concern about the long term impact of selling public land. - Concern about local planning decisions being overridden by State Government. - Concern about the process to prepare the strategy. - Support for the recognition and planning for co-working and flexible work spaces.	- This strategy recognises the LGA's role within the region, as well as ensuring an appropriate amount of employment land is provided within the LGA to provide local services and employment. - This strategy makes no comment about selling public land. - This strategy makes no comments about state planning decisions. - The process to prepare the strategy has followed all relevant guidelines and requirements. - These comments have been noted.	No change to Draft v2.

Summary table of feedback received, responses and outcome – State agencies

Feedback received	Response	Outcome
Department of Primary Industries and Regional Development (DPIRD) The NSW Department of Primary Industries and Regional Development – Agriculture and Biosecurity (the Department) collaborates and partners with our stakeholders to protect and enhance the productive and sustainable use and resilience of agricultural resources and the environment. This includes advice on strategic planning undertakings, and land use planning decision making to improve outcomes for agriculture across the state. The Kiama LGA contains fertile volcanic soils which are in relatively short supply across the NSW coast. These soils are highly suitable for grazing but have historically come under pressure from urbanisation, particularly in the Illawarra Shoalhaven Region. The presence of these soils, in conjunction with other attributes of coastal regions such as higher than average rainfall resulted in development of a significant dairy industry in the Illawarra Shoalhaven Region, which the Kiama LGA contributes substantially to. Kiama was the ninth largest dairy producing LGA in the state by value in the 2020/21 financial year, with a production value of approximately \$20.67 million despite its relatively small size (AgTrack dashboard). The ongoing resilience of this industry will depend on the continued availability of suitable agricultural land, consistent with Planning Priority 8 of the Kiama Local Strategic Planning Statement 2020 (LSPS). In this context we offer the following comment on the draft strategy: - Calculations for industrial land needs appear appropriate, and the two Gerringong sites appear reasonable, subject to further investigation including as part of the Rural Lands Strategy. - Nonetheless, given that actual land demand may differ from that calculated, potential changes to zoning should be staged to ensure that unnecessary impacts to agricultural land are minimised. - Both the greenfield industrial sites, and the residential growth areas, (which may include employment land) would comprise a change to the urban/rural interface. Site master planning provides an opportunity to consider the urban/rural interface by implementing buffers and other mitigation measures where appropriate. For residential growth areas, placement of employment land along the new urban edge may work as a transitional zone to reduce land use conflict between agriculture and dwellings in certain circumstances, however this would depend on the intended use and therefore sensitivity of these areas. The need for buffers and other land use conflict mitigation measures should be determined through undertaking proposal-specific Land Use Conflict Risk Assessments (LUCRAs) in accordance with NSW DPIRDs guidelines¹. LUCRAs should seek to identify conflict risks with any nearby	These comments are noted. Consultation with DPIRD will be ongoing.	No change.

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Feedback received	Response	Outcome
agricultural or ancillary operations and should be based upon direct consultation with landowners/operators where possible. Jemena In principal Jemena has no objection to this Proposal however if any major construction or road realignments are planned as part of this future strategy, please advise Jemena as Jemena do have Trunk and high-pressure gas assets within the Kiamia LGA and listed employment zoned lands and their surrounds. Also, Jemena would like to ensure that any sensitive land uses are away from the pipeline and the measured length areas, this includes 'employment generating activities' such as <i>Childcare centres (permitted in the R2 and R3 zones)</i>. Please ensure appropriate Before You Dig Australia (BYDA) processes are followed as part of the design and construction process. NSW Department of Climate Change, Energy, the Environment and Water (DCCEEW) We have reviewed the draft ELS and, in principle, remain supportive of providing well located employment land supply in infill locations and areas that are less constrained by biodiversity and flooding. The following comments are provided based around specific locations. 1. <u>Bombo Quarry Precinct</u> Previously we raised the issue for Council to reconsider the mix of proposed future employment land uses at Bombo Quarry. Although the updated draft ELS has increased the industrial land for the Bombo Quarry precinct (from 1 ha to 3 ha), we ask for Council to further consider a more substantial increase for an industrial land precinct. It is unclear if Council has considered any indicative alternative locations to meet the 30.4 ha of industrial land demand (by 2044). When we attempted to seek out possible employment precincts in the LGA, it proved difficult to find suitable flatter sites that were reasonably connected to services but not affected in some way by flooding, located in a sensitive water catchment or locations that placed pressure on remnant vegetation and biodiversity values. We request Council to undertake a preliminary appraisal of alternate employment precincts totalling 30.4ha to realise the practicalities of rethinking Bombo Quarry (given housing is a much more adaptive land use such as on steeper lands, subdivision designs can integrate with biodiversity rather than impact and stormwater quality is more readily managed in sensitive catchments compared to industrial land run-off). As previously mentioned, the Quarry site has the potential to provide access to larger development footprints on cleared level ground with good access to transport links and in a modified water catchment	These comments are noted. Consultation with Jemena will be ongoing. These comments are noted. Consultation with DCCEEW will be ongoing.	No change. The proposed industrial land at Bombo has bene further increased to 5 ha.

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Feedback received	Response	Outcome
area, especially when compared to new areas in other localities, which feature steeper topography and more environmentally constrained areas. Given the sensitivities of many local waterways in the LGA, the management of stormwater from a larger precinct of employment land would also benefit from integrating with the earthworks and modified drainage system planned to be undertaken within Bombo Quarry. Currently, Bombo Quarry is preparing an Environmental Impact Statement for earthworks (application number SSD-97158458) and presents, in our opinion, a better option to pursue for the longer-term industrial land requirements for the LGA which would reduce pressure upon floodplains, remnant native vegetation and other water quality and landscape values. 2. <u>Gerringong Industrial Area</u> We note that the Sims Road site is now included in the updated ELS, with additional work required to confirm a potential industrial precinct in this area, which will occur as part of Council's upcoming Rural Lands Strategy, due for completion in 2027/28. The updated draft ELS provides clarification on the Gerringong Industrial Area having a 'developable land' area of approximately 8 ha (of the 11-12 ha). It is not identified why this area is reduced, but it is potentially due to constraints such as flooding. Future flood investigations would still be needed for this precinct and may highlight the merit in Bombo Quarry as a longer-term employment land solution.		
Endeavour Energy The most significant and likely impact on the electricity distribution network is the encroachment of safety clearances to overhead power lines – most likely to occur in commercial lands. The following is the general advice provided in Endeavour Energy's Development Application submissions. • The electricity distribution network relies in part on the retention of appropriate building setbacks to the road frontages to allow for line route / network design options and to provide safety clearances to conductors. Particular regard needs to be had to secondary road frontages or where overhead power lines are located near side or rear boundaries where lesser building setbacks apply. The higher the voltage, the greater the safety clearance required. This is also in keeping with a policy of prudent avoidance. • The encroachment of building setbacks (including by roof structures or projections from external walls constructed with conductive materials) may transfer fault currents to the main building / dwelling. It can also result in construction works being required within the minimum safe approach distance and may require the application to Endeavour Energy for appropriate network outages eg. when erecting and dismantling scaffold, and may also be an issue for the ongoing maintenance of the building or structure.	These comments are noted. Consultation with Endeavour Energy will be ongoing.	No change.

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Feedback received	Response	Outcome
- Endeavour Energy's recommendation is that whenever reasonably possible buildings and structures be located and designed to avoid the need to work within the safe approach distances for ordinary persons eg. not having parts of the building normally accessible to persons in close proximity of the overhead power lines; the use of durable / low maintenance finishes. Alternatively, in some instances the adoption of an underground solution may be warranted ie. particularly for low voltage which can be more readily (in shorter distances) and comparatively economically be undergrounded. - As a guide, Endeavour Energy's Mains Design Instruction MDI 0044 'Easements and Property Tenure Rights', Table 1 – 'Minimum easement widths', requires a minimum easement width of 9 metres for low voltage up to 22,000 volt / 22 kilovolt (kV) high voltage overhead power lines ie. 4.5 metres to both sides of the centreline of the poles / conductors. For higher voltages, the wider the required minimum easement width. - Endeavour Energy's preference is generally for Council to enforce their building setback development controls without any variation. - Whilst more an issue for overhead power lines, consideration is also relevant to underground cables. As a guide, Endeavour Energy's Mains Design Instruction MDI 0044 'Easements and Property Tenure Rights', Table 1 – 'Minimum easement widths', requires a minimum easement width of 3 metres (assumed to have no concrete protection unless proven otherwise) for low voltage up to 22,000 volt / 22 kilovolt (kV) high voltage underground cable ie. 1.5 metres to both sides of the centre line of the conductor / cable ducts. Any works or loads within the zone of influence of the cables can impact the integrity of the network. - The minimum required safety clearances and controls for buildings and structures (whether temporary or permanent) and working near overhead power lines must be maintained at all times. If there is any doubt whatsoever regarding the safety clearances to the overhead power lines, the applicant will need to have the safety clearances assessed by a suitably qualified electrical engineer / Accredited Service Provider (ASP). - Even if there is no issue with the safety clearances to the building or structure, consideration must be given to WorkCover (now SafeWork NSW) 'Work Near Overhead Power Lines Code of Practice 2006' eg. ordinary persons must maintain a minimum safe approach distance of 3.0 metres to all voltages up to and including 132,000 volts / 132 kilovolt (kV). It also includes the following requirements for work near low voltage overhead power / service lines.		



Employment Lands Strategy 2026



Leading Growth for Good

Item 15.2

Enclosure 2

Acknowledgment of Country

Kiama Municipal Council acknowledges the Wodi Wodi people on Dharawal country as the traditional custodians of the land on which our Municipality is located. We pay our respects to Elders past, present and future. We are committed to honouring Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to our community.

Item 15.2

Enclosure 2



Authorisation

Owner/Responsible Officer	Manager Planning and Development
Department	Strategies and Communities
Date endorsed	[INSERT DATE]
Council Resolution number	[INSERT NUMBER]
Next review date	[INSERT DATE]
TRIM reference	[INSERT REFERENCE]

Review and version control

The Strategy should be reviewed every five years.

Date prepared	Brief detail of amendments	Date endorsed
July 2025	Draft for exhibition	19 August 2025
March 2026	Draft v2 for Council Meeting	21 April 2026 subject to amendments
23 April 2026	Draft v2 for exhibition	21 April 2026
August 2026	Final version for Council Meeting	[date]
[date]	[insert detail here]	[date]

Council reserves the right to review, vary or revoke this Strategy.

This strategy was informed by analysis, modelling, and strategies undertaken by HillPDA.

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Section 1 - Introduction

1.1 Executive Summary

The Kiama Employment Lands Strategy (ELS) sets out principles to guide decision making, and key actions needed to manage employment lands for a sustainable future within the Kiama Local Government Area (LGA). This document provides a summary of the issues and opportunities associated with employment lands within the LGA and suggests strategies to best manage our current and future employment precincts and business centres and to attract investment and growth.

The strategy is intended to provide a strategic planning framework to guide the future development of employment lands within the Kiama LGA over the next 20 years, to 2044. This strategy has been prepared in accordance with the NSW Government Department of Planning, Housing and Infrastructure's *A guideline for local employment land strategies*, and seeks to:

- identify the commercial and industrial land supply for the LGA and determine the amount of land within the LGA that is vacant, serviced, and available for development.
- develop a succinct profile for local strategic commercial and industrial land areas within the LGA.
- investigate current and future demand for commercial and industrial land to support the existing and projected population over the next 20 years.
- identify critical land characteristics required by various industry sectors relevant to the LGA.
- develop strategies and actions to ensure a range of developable employment land is available to meet projected demand.
- provide recommendations on land supply and planning controls to address any gaps or shortfalls in supply.

The strategy provides a snapshot of the current employment land usage within Kiama LGA, demand modelling for the next 20 years, and a gap analysis. The constraints analysis has been based on a desktop analysis, therefore any future development proposal will require further investigation. The Priorities will be implemented through actions and will enable Council to exercise strong leadership in planning and facilitating the management and growth of employment lands in the LGA.



Image: Stores along Collins Street, Kiama

Employment Lands Vision:

Kiama's employment lands contribute to a vibrant, diverse, and resilient local economy by activating strategically significant precincts, promoting innovation, and supporting job creation in priority sectors including health, education, tourism, and technology.

Acknowledging the limitations posed by natural constraints and the attraction of larger employment centres in neighbouring LGAs, Kiama continues to strengthen and capitalise on its connections with surrounding regional hubs to broaden access to employment opportunities.

1.2 What are Employment Lands

Employment lands are defined in the NSW Governments *A guideline for local employment land strategies* (2022) as land that could be used for activities that generate jobs. They provide essential land for the manufacturing, retail and delivery of goods, utilities and urban services.

These industries and businesses support jobs growth and development, as well as generating significant economic benefit for the community, and are crucial to the functioning of cities.

This Strategy broadly categorises Employment Lands as '**Commercial**' and '**Industrial**'.

Commercial

Commercial lands are defined as land zoned Zone E1 Local Centre in the Kiama Local Environmental Plan (LEP) 2011 where business, office, or retail premises are located:

- **business premises** means a building or place where an occupation, profession or trade provides services directly to members of the public on a regular basis, ie hairdressers, dentist.
- **office premise** means a building or place where administrative, clerical, technical, professional or similar activities are carried out that do not involve dealing with members of the public on a regular basis, ie accounting firm, head office of a company.
- **retail premise** means a building or place used for the purpose of selling, hiring or displaying items, including goods and materials, by retail or wholesale, ie shop, cafe.

Commercial zoned land can also be used for:

- *entertainment purposes* such as a theatre, cinema, music hall, concert or dance hall.
- *food and drink premises* including restaurant, café, takeaway, pub, small bar.
- *function centre* for the holding of events, functions, conferences and the like.

The Kiama LEP 2011 includes the following objectives for the E1 zoned land:

- To provide a range of retail, business and community uses that serve the needs of people who live in, work in or visit the area, and to encourage investment in local commercial development that generates employment opportunities and economic growth. This may include mixed use buildings with both residential and commercial.



Industrial

Industrial lands are defined in the NSW Governments *Draft Statewide Policy for Industrial Lands (2025)* as:

Land that is zoned for industrial or similar purposes in planning instruments, it contains a mix of businesses involved in manufacturing; transport and warehousing; service and repair trades and industries; integrated enterprises with a mix of administration, production, warehousing, research and development; and urban services and utilities.

Industrial lands include land zoned E3, E4 or W4, on which the following is carried out:

- **Industrial activities** - the manufacturing, production or assembling of goods for commercial purposes, including the storage or transportation of these goods.
- **Industrial retail outlets** - a building or place that is used for the display or sale of goods that have been manufactured where the industry is located.
- **Industry** includes general industry, heavy industry, and light industry.

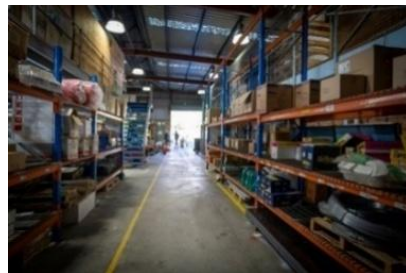


Image: Kiama Council Works Depot Store

The Kiama LEP 2011 includes the following industrial lands zones and objectives:

- **E3 Productivity Support** - To provide a range of facilities and services, light industries, warehouses and offices, that are compatible with surrounding land uses and to maintain the economic viability of local and commercial centres by limiting certain retail and commercial activity. This zone does not permit heavy industrial.
- **E4 General Industrial** - To provide a range of industrial, warehouse, logistics and related land uses to encourage employment opportunities, while minimising any adverse affects to other land uses. This zoned does not permit heavy industrial.
- **W4 Working Waterfront** - To retain and encourage industrial and maritime activities on foreshores, while ensuring that development does not have an adverse impact on the environment and visual qualities of the foreshore.

Other employment lands

Employment also takes place where business and employment use are permitted as an ancillary outcome. The Kiama LEP permits this development in the following LEP zones:

- RU1 Primary Production – ie Agritourism, Bed and breakfasts, Industrial retail outlets
- RU2 Rural Landscape – ie Animal boarding establishment, Highway service centres,
- R2 Low density residential – ie Centre based child care facilities, Health consulting rooms
- R3 Medium density residential – ie Centre based child care, Neighbourhood shops
- RE1 Public Recreation – ie caravan parks, markets, indoor recreation facilities
- RE2 Private Recreation – ie food and drink premises, function centres, registered clubs

1.3 Policy and Context

The Kiama Municipality is located within the Illawarra Shoalhaven region on the New South Wales (NSW) south coast, bordering with the local government areas of Shoalhaven, Shellharbour and Wingecarribee Councils. Kiama town is an administrative and population centre in the Kiama region, with other significant towns being Gerringong, Gerroa, Jamberoo, Kiama Downs and Minnamurra.

Kiama's central location in the Illawarra-Shoalhaven Region makes the LGA well placed to take advantage of opportunities associated with growth in nearby LGAs but also poses challenges in retaining workers and boosting local self-containment. The Princes Highway and the South Coast Train Line provide north-south access to international markets via Port Kembla, Port Botany, Sydney Airport and Canberra Airport. East-west access is more limited.

Kiama's role in the region

Kiama plays a dynamic role in the regional economy, balancing its strong tourism sector with a commitment to sustainable growth and economic diversification. Kiama has primary specialisations, based on employment concentrations in industry sectors including agriculture, forestry and fishing. In recent years, the largest employing industries in the region have been accommodation and food services, retail trade, and health care and social assistance. Kiama's workforce is largely population serving, with accommodation and food services also playing a key role in supporting Kiama's tourism function.

Though tourism remains a cornerstone of Kiama's employment base, Kiama is increasingly fostering opportunities in health care, education, construction and retail, alongside emerging sectors like agribusiness and eco-tourism.

With an engaged and educated workforce, Kiama benefits from its proximity to urban centres such as Wollongong and Shellharbour, while maintaining a distinct local identity linked to its natural beauty, heritage and community values.

Kiama is an exporter of labour, mainly to the Wollongong and Shellharbour LGAs to the north. Kiama functions as a commuter belt, contributing to its population growth and driving demand for housing and for services.

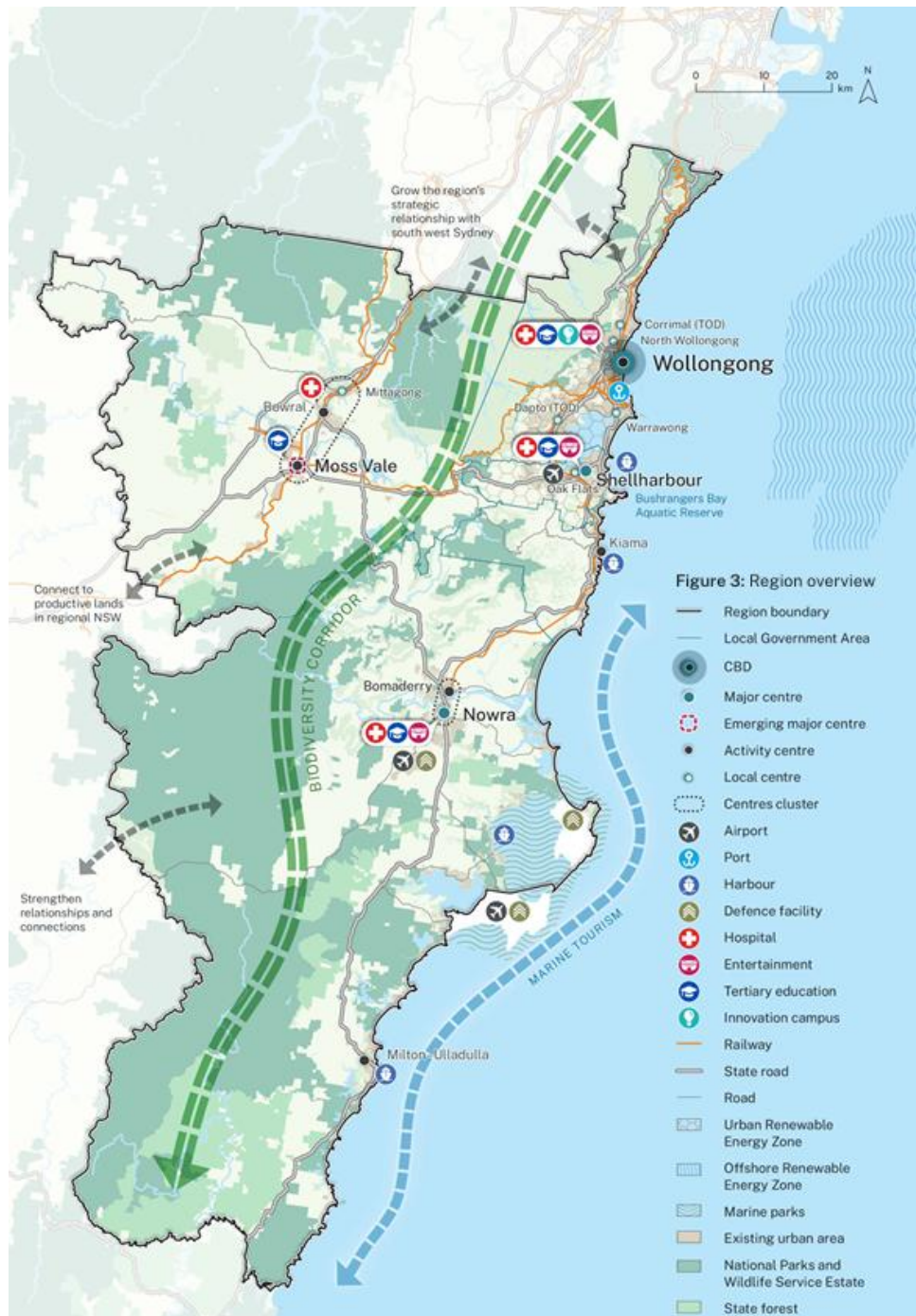
Kiama's strategic context

Planning for employment lands in the Kiama LGA is guided by government policies at state, regional and local levels. Relevant strategic planning policies for NSW and the wider Illawarra Region have been identified. These include:

- Illawarra Shoalhaven Regional Plan 2041 (NSW Government, 2021)
- Draft The Illawarra Shoalhaven Plan (NSW DPHI 2026)
- Draft Statewide Policy for Industrial Lands (NSW Government, 2025)
- Local Strategic Planning Statement 2020 (Kiama Municipal Council, updated 2025)
- Local Housing Strategy (Kiama Municipal Council, 2025)
- Kiama Regional Economic Development Strategy (NSW Government, 2023)
- The State of Our Economy Report (Kiama Council, 2024)
- Community Strategic Plan 2025-35 (Kiama Municipal Council, 2025)
- Supporting Analysis Regional Economic Development Strategy 2018-2022 (KMC, 2018)
- Illawarra Shoalhaven Next Generation Economic Development Blueprint (ISJO, 2024)

Key elements from these strategies have been identified to ensure alignment with their objectives and actions, and to inform the Employment Lands Strategy. The strategic policies that have informed the Employment Lands Strategy have been themed (see overpage).

Figure 1: Kiama within the Illawarra Shoalhaven regional context



Source: draft Illawarra Shoalhaven Plan, exhibited between 31 July 2026 and 28 September 2026 (NSW DPHI)

Theme	Strategic Policy that informs Kiama's ELS
Regional integration 	- Strategies recognise Kiama benefits from its strategic proximity to key regional hubs, including Wollongong, Shellharbour and Nowra. - Kiama will leverage nearby specialisations in knowledge industries, advanced manufacturing, defence, freight and logistics, health, tourism and education, creating strong opportunities for employment land development aligned with regional economic drivers. As a labour exporter to surrounding regions, improving Kiama's internal economy is crucial to reducing dependence and strengthening community sustainability.
Natural setting and topography 	- With its blend of coastal, urban and rural lifestyles, Kiama's natural setting attracts both residents and businesses. It also supports a thriving visitor economy, creating employment opportunities in hospitality, retail and services. - Topography and environmental protection pose a challenge for the expansion of industry, necessitating a strategic approach to managing employment lands that balances economic growth with environmental preservation. - Kiama's limited suitable land for commercial or industrial use, due to its unique topography and lack of large parcels may constrain opportunities to improve local job self-containment.
Tourism 	- Tourism is central to Kiama's economy but brings seasonal pressure particularly during peak holidays on availability and access to infrastructure, parking and services. - Strategies reflect a desire to grow tourism beyond peak seasons, with a focus on arts, culture, food and eco or agri-tourism to attract diverse and year-round visitors.
Land use 	- Need to activate regionally significant employment precincts to support new and innovative economic enterprises in Kiama - Develop a shared vision for the future of Bombo Quarry lands in collaboration with Council, landowners and the community. - Establish a shared vision of diverse employment opportunities and housing diversity in Bombo Quarry, - Housing cannot occur in isolation; employment lands are to be provided within each urban expansion area to ensure local services are provided to new residents and to minimise traffic impacts and movement. - Future commercial and retail activity should be focused within existing centres, unless no suitable site is available, there is a clear need, or locating elsewhere offers social and economic benefits. - Freight networks should be protected, enhanced and managed to support efficient movement, minimise urban impacts and avoid conflicts with incompatible land uses. - Locate industrial lands in areas that are close to transport and freight networks and will not result in land use conflicts
Expansion areas 	- Kiama's Local Housing Strategy (2025) highlights opportunities for employment expansion through new residential areas, including Bombo Quarry and the broader Kiama Urban Expansion Area. - There are also opportunities for new employment lands to be situated in proximity to new housing developments and existing road and rail networks.

1.4 Snapshot of Kiama residents and workers

In 2021 the population of the Kiama LGA was 22,970 and in 2024 was estimated at around 24,740 people. The Illawarra Shoalhaven Regional Plan anticipates that an additional 2,318 dwellings will be needed in Kiama to 2041. As this Strategy has a 20-year timeframe, the population projection figure has been adjusted to around 37,255 persons by 2044.

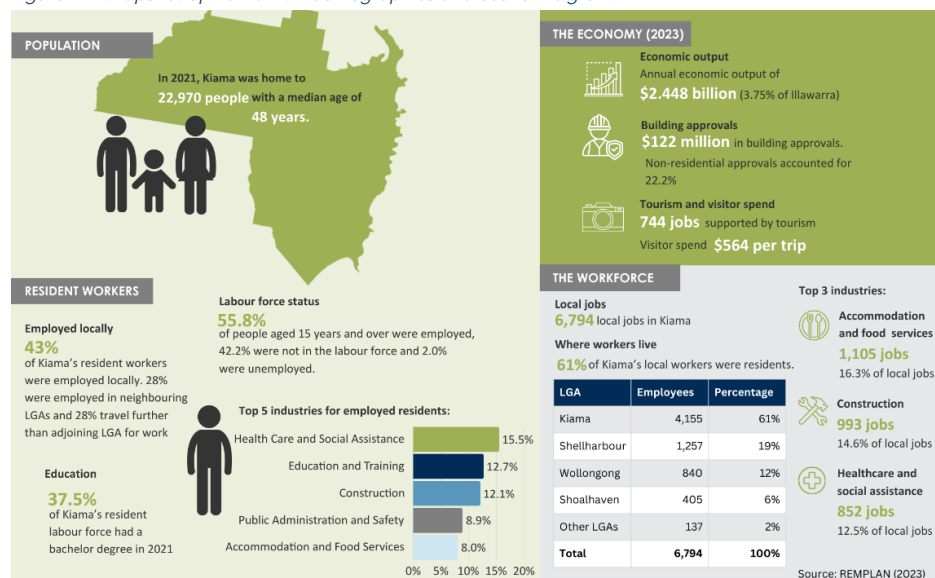
This growth means there could be an additional 11,290 residents aged 15 years and over in the LGA by 2044 (REMPPLAN, 2023). This demographic, including a portion of the working-age population, represents a significant portion of Kiama's expected overall population growth.

Kiama's proximity to jobs and higher-level services in nearby centres of Wollongong, Shellharbour and Nowra is a key driver of this growth, with residents attracted to the coastal lifestyle, particularly people of retirement age. However, Kiama is also experiencing youth out-migration, as younger residents leave the area to pursue work and study opportunities in neighbouring cities. These shifts in population are shaping Kiama's social and economic priorities.

Currently, Kiama's local economy is driven by its key employment industries, accommodation and food services (16.3%), construction (14.6%), healthcare and social assistance (12.5%) and retail trade (9.5%) (Source: REMPLAN and ABS 2021 Census Place of Work Employment). The rise in healthcare, education, and social assistance sectors aligns with the changing needs of the community, driven by an ageing population and increased demand for support services.

Kiama functions as a 'commuter belt' with a self-containment rate of 36.8%, meaning that a significant majority (63.2%) of employed residents travel outside the LGA for work, indicating a shortfall of local employment opportunities compared to neighbouring regions. If Kiama were to increase its self-containment rate and minimise the number of residents travelling outside the LGA to work, demand for employment land and space would conversely increase.

Figure 2: Snapshot of Kiama LGA demographics and economic growth



1.5 Community Feedback

Extensive community and stakeholder engagement was carried out as part of the Local Housing Strategy. This included engagement with primary and high school students, community pop ups, distribution of brochures, a comprehensive survey, and an industry forum. The feedback highlighted the importance of employment lands to support population growth.

Feedback during the initial consultation included:

- Employment lands are needed to support the additional residential development, however careful consideration in relation to the quantity and location to ensure the established commercial and tourist character of the Kiama Town Centre is not undermined.
- Opportunities for light industrial may be difficult due to steep grades and flooding constraints.
- The urban form of any community must include adequate lands where people, residents and business owners can locate businesses or enterprises. Without the inclusion of business and employment lands the urban form is not complete.
- The forecast population means we need to start planning for more business, commercial, retail and employment lands now, so that Kiama remains a viable place to live and work in the future.
- The creation of communities needs to be about generating spaces and places where community cannot just live but can also work and play.

As part of the comprehensive survey responses to the Question "*What are the benefits and opportunities from population increase*" included:

- More employment opportunities, including hospitality and light industry.
- There will be more local services, for example another shopping centre and supermarket.
- There is a better atmosphere in town, more late-night options, more festivals, and entertainment.
- Great for businesses and it will keep the area vibrant throughout the year.



Youth feedback included that there isn't enough public transport, there isn't anything to do – we need more entertainment and late night, cheaper food options, it can be hard to get a job.

The Local Housing Strategy includes the following in relation to Employment Lands:

- **Our Housing Need 4** - Housing that enhances thriving local centres with services. Our centres need to provide for more things to do, places to go, local jobs, and entertainment. Our centres need to be alive and vibrant with creative places that cater to all demographics.
- **Housing Need 8** – Housing that generates employment. Housing cannot occur in isolation and must be part of a broader community including places to work. Employment lands are a pivotal component of growth and need to complement a broad growth plan, rather than being considered in isolation
- **Non-negotiable principle for greenfield development** - Employment lands are provided in accordance with the Kiama Employment Lands Strategy.

Section 2 - The Evidence

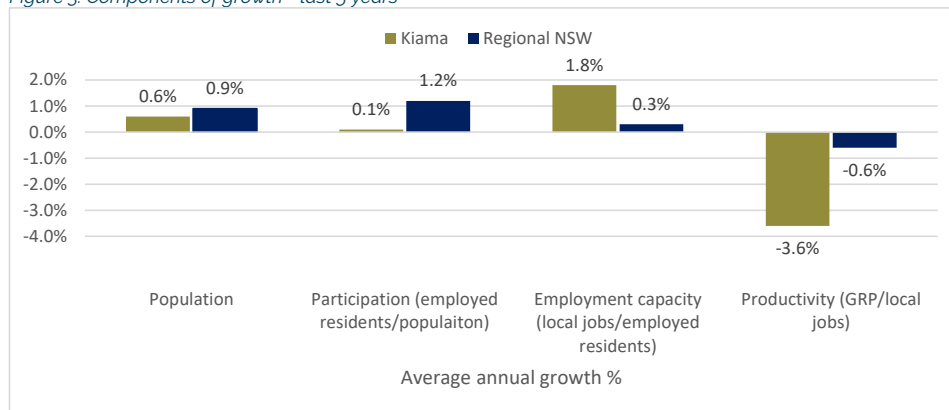
2.1 Local market trends

This section outlines local market trends for Kiama, drawn from a review of strategic planning documents, including the 2024 State of Our Economy (Profile. ID) and data from REMPLAN.

Growth in employment capacity is driving economic growth

The main driver of economic growth between 2017 and 2022 was growth in employment capacity (the change in the ratio of employed residents to number of local jobs), meaning jobs were growing faster than growth in employed residents. Despite growth in population, participation and employment capacity, labour productivity (output per hours worked) declined.

Figure 3: Components of growth - last 5 years



Source: State of Our Economy, 2024

Other key indicators include:

- Kiama has seen expansion in Health Care and Social Assistance with strong employment growth in allied health, residential care, childcare and disability services.
- Elevated value of building approvals in Kiama and surrounding regions has been largely driven by residential construction and population servicing buildings.
- While representing a smaller (but growing) share of total jobs by industry, professional, scientific and technical services is important for its productive value, generating \$94.7 million or 7.6% of total value added. There is the potential for accelerated growth in professional services by leveraging high working from home rates, high qualification attainment for a regional area and quality internet connections.
- Early adoption of fibre-to-the-home NBN and strong telecommunications infrastructure has positioned Kiama as a hub for digital professionals and remote work.

Kiama serves as a commuter area for surrounding employment centres

Kiama, serving as a commuter area for the Wollongong, Shellharbour and Shoalhaven LGAs, faces economic "leakage" due to its limited employment space. As expansion within Kiama is constrained by its topography and biodiversity, residents will continue to seek job opportunities in the surrounding regions, including those associated with the new Shellharbour Hospital, Port Kembla industrial area, and the marina development at Shell Cove.

Tourism is rebounding following a period of decline caused by Covid-19

Tourism is a major specialisation for Kiama in terms of Location Quotient (LQ) which compares the share of industry in Kiama to the wider region. However, the industry was significantly impacted by Covid-19 restrictions. Previously supporting 10.5% of local employment, Profile.ID found direct employment in the two years to 2021/22 was 26% less than the decade average (Kiama Council State of the Economy Report). In 2023, daytrip visitation bounced back to historical levels. Table 1 compares direct recontributions between 2018/19 and 2021/22.

Table 1: Tourism contribution 2018/19 and 2021/22

2018/19		2021/2022	
\$44.8m	713	\$32.8m	521
Value added	local workers	Value added	local workers
\$		\$	

Profile.ID, State of Our Economy (2024)

According to REMPLAN, tourism supports an estimated 919 jobs in Kiama. The value added by tourism is estimated at \$90.218 million for Kiama. This represents 7.6% of total value added by all industries in the area. (Source: REMPLAN and ABS 2021 Census Place of Work Employment (Scaled), ABS 2022 / 2023 National Input Output Tables, ABS June 2024 Gross State Product, and ABS 2023 / 2024 Tourism Satellite Account.)



Image: Kiama Downs local centre, Kiama Council images

2.2 Broad market trends

Kiama's employment landscape is also influenced by the following broader market trends:

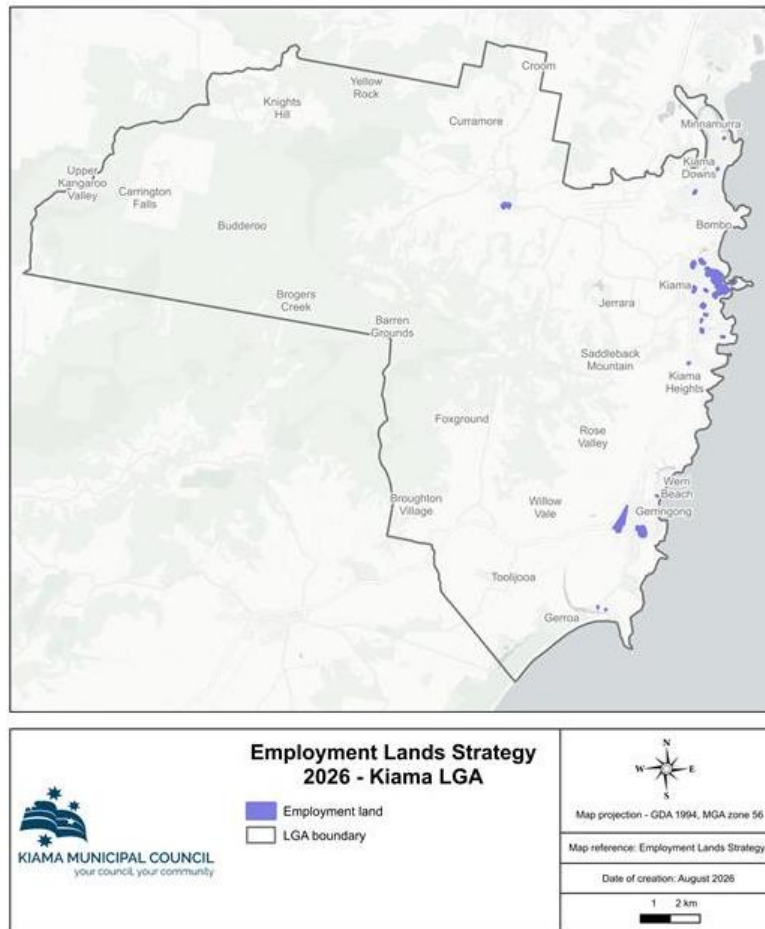
Trend	Influence on Kiama LGA
Accelerated digital economy and improved connectivity post-COVID-19 	Employment markets have seen an uptake in the digital economy with increased remote working arrangements, online education, and telehealth services. As industries innovate, digital technologies are essential for attracting businesses and promoting growth in emerging sectors. This shift has also led businesses seeking adaptable office spaces paired with quality lifestyle opportunities and has accelerated the move towards online retailing, reducing dependence on CBD retail outlets. It has also led to trends of working from home.
The automation of workplaces requires the upskilling of workers 	The trend towards increasingly automated workplaces is necessitating the upskilling of workers, with manufacturing, transport, warehousing and distribution industries at the forefront of this change. Kiama has the opportunity to leverage its highly skilled workforce, which boasts a high proportion of higher education qualifications, to capitalise on the growing need for higher-skilled workforce to remain competitive. Considering Kiama's highly skilled workforce and quality internet connections, the LGA is well placed to take advantage of the tech based remote work or distributed office trend.
Globalisation has altered demand for industrial land and employment opportunities 	The new economy is marked by increased competition and the free movement of people, goods, and services through a global supply chain. There is a rising demand for 'last mile' delivery and storage spaces near customers. In NSW, manufacturing jobs are declining, while transport, storage, and wholesale trade sectors are growing. Additionally, COVID-19 has renewed the focus on locally manufactured goods. This broader trend is likely to continue in Kiama, as evidenced by recent developer interest in a suitable site within the LGA for a storage facility.
Transition to net zero 	The push towards sustainability is expanding the green job market, providing roles in energy efficiency, waste management, and environmental conservation. Employment markets are adapting, with increased demand for professionals skilled in sustainability practices, environmental sciences, and green technologies. For Kiama, the nearby Illawarra Renewable Energy Zone (REZ), currently in the early planning stages, presents a significant opportunity to leverage its skilled workforce and high education attainment. There is more industrial land zoned and available in Wollongong and Shellharbour than in Kiama. However, the lack of industrial zoned land supply in the region may inhibit large-scale renewable energy production or manufacturing capacity. Despite this, the Kiama Regional Economic Development Strategy identifies opportunities to create value through upstream and downstream supply chain opportunities, allowing Kiama to contribute to and benefit from the renewable energy sector in innovative ways.

Trend	Influence on Kiama LGA
Accessibility to motorways and key transport linkages 	Industrial businesses are placing increasing importance on the proximity of operations to major transport routes. Locating near major roads not only reduces operational costs but also offers visual marketing opportunities. Recent CBRE research highlights that proximity to major roads significantly increases rent prices, indicating high demand for such locations (CBRE, 2025). The rise of e-commerce and the need for efficient 'last mile' delivery services further emphasise the importance of good road access.
Non-traditional uses within industrial areas 	Industrial precincts are increasingly being occupied by other non-traditional uses such as knowledge intensive businesses, large format retailers and factory outlets, artisan supplies and education/health services. Within Kiama, knowledge based and population serving sectors including professional, scientific and technical services have the potential for strong growth, leveraging high working from home rates. Kiama's proximity to major population centres of Sydney and Wollongong, combined with strong digital connectivity and amenity and lifestyle offerings, presents potential to grow this sector.
Changing nature of industrial development 	Historically, industrial developments typically have been single level, on large lots, with at-grade parking and on relatively level ground. However, this development model has been challenged in recent years because of limited land stocks, high land values and rents. Such markets have resulted in the exploration of 'vertical' industrial developments. Given Kiama's limited industrial land supply, a shift to multi-storey development may need to follow.
Ageing population and associated healthcare services 	Between 2013 and 2022, the number of registered healthcare professionals actively working in their field in Australia increased by 37% 184,000 professionals or 37% (Primary Health Care Reforms, Department of Health and Aged Care, Australian Government). This reflects a broader national trend, where an ageing population is driving significant growth in the Health Care and Social Assistance sector. According to the Australian Government's <i>Employment Outlook: Industry and Occupation Trends to November 2026</i>, roles such as Aged and Disabled Carers (projected to grow by 28%) and Registered Nurses (13.9%) are expected to see the largest increases in employment nationwide in the 5 years to 2026. This national trend presents local opportunities for Kiama. With a relatively high level of educational attainment among residents and close proximity to healthcare and knowledge hubs in Wollongong and the Shellharbour LGA, home to a major hospital, Kiama is well positioned to attract healthcare professionals. Additionally, local initiatives to support aged care and health services could leverage this growth to create employment and improve service access for Kiama's ageing population.

2.3 Existing zoned employment land

The Kiama LGA has around 54.6 ha of employment zoned land (ie land zoned E1, E3, E4 and W4). As shown at Figure 4, this is located in Kiama Downs, Minnamurra, Kiama, Gerringong, Gerroa and Jamberoo. In accordance with the NSW Governments Employment Lands Development Monitor (ELDM) 'land area' is the zoned land area (not developable land area).

Figure 4: Existing zoned employment land – Kiama LGA



Source: Kiama Municipal Council, 2026

In addition to employment zoned land, and as noted in Section 1.2, there are employment generating activities carried out in the Kiama LGA on other zones including:

- Child care centres (permitted in the R2 and R3 zones)
- Bombo Quarry (zoned RU1 and C3, being master planned for urban development)
- Commercial uses, ie Jamberoo Golf Club (RU1 and C3), Kiama Bowling Club (RE2)
- Holiday Caravan parks (zones RE1 and C3)
- Jamberoo Action Park (zoned RU2, with an additional permitted use)
- Mercure Hotel, Gerringong (zoned R2)
- Minnamurra Waste and Recycling Facility (zoned SP2)

Kiama Downs and Minnamurra

There are currently three small areas of local shops (commercial land) in the suburbs of Kiama Downs (Gainsborough Estate) and Minnamurra (see details in Table and Figure 5).

Suburb	Zone	Site	Current Use	Land Area
Kiama Downs	E1	Meehan Drv, Gainsborough	Local shops	0.5215ha
Kiama Downs	E1	Johnson Street	Local shops	0.1928ha
Minnamurra	E1	Rangoon Rd Minnamurra	Local shops	0.1204 ha

Figure 5: Existing zoned employment land – Kiama Downs and Minnamurra



Kiama

The suburb of Kiama includes both commercial and industrial land within the Town Centre Precincts, the Harbourfront and other smaller areas (see details below, in Table and Figure 6).

Kiama Town Centre - Westend

The Westend Precinct encompasses the Kiama Village Shopping Centre, the Kiama Leagues Club, the large Blue Haven Aged Care facility, with associated independent living units, and the Kiama Public Primary School. This Precinct is primarily a destination for locals and provides services and facilities that support the local community.

Employment Land Area: 5.53ha

Land Zone: E1 Local Centre

Strengths: Road access to Princes Highway (Northbound); newly upgraded shopping centre and carpark at Kiama Village; close proximity to local residents including Blue Haven..

Opportunities: Establish a strong gateway and entry into Kiama from the west; Encourage a consistent 3 storey street wall with active uses at the street level.

Constraints: Filled land adjacent to Meares Place, potentially contaminated sites at Kiama Village and 27-35 Collins Street.

Kiama Town Centre - Harbourside

The Harbour, Black Beach, Hindmarsh Park, Train Station, two blocks of predominately retail premises along Terralong St, and the historic core at the intersection of Terralong and Manning Streets. The main destination for visitors and tourists and a prime driver for the economic viability of the town.

Employment Land Area: 10.23ha

Land Zone: E1 Local Centre

Strengths: World class ocean and escarpment views; Electrified train terminal; Public amenities. New playground and seating with shade.

Opportunities: Strengthen the Precinct as a tourist destination that engages with its proximity to the harbour and potential waterfront views. Increase public visual and physical access to civic buildings and open space.

Constraints: Potentially contaminated sites at Terralong St, Shoalhaven St and Manning St.

Kiama Town Centre - Surf Beach

Encompasses Surf Beach, Kiama Surf Life Saving Club, The Pavilion, the Oval, St Peter & Paul Catholic Church and Primary School, a Medical Centre and pharmacy and Coronation Park. Located adjacent to Surf Beach it is the venue for the popular weekly Farmers Markets.

Employment Land Area: 2.78ha

Land Zone: E1 Local Centre

Strengths: Proximity to showground and conference/function centre; world class ocean views; access to one of the most popular swimming beaches in the region

Opportunities: Activate Coronation Park while retaining its amenity. Strengthen street level activation with shopfronts that are level with the footpath along Manning Street and encourage vertically expressed facades and elements rather than horizontally dominated built form.

Constraints: Potentially contaminated sites and Riparian class 3 15m buffer at Manning Street.

Kiama - Waterfront

The waterfront of the Kiama Town Centre is a unique location offering huge potential. The area includes a harbour, boat ramp, food offerings, car parking and footpaths. The adjoining RE1 land includes the blowhole, a holiday park, café and tourist information center.

Employment Land Area: 1.11ha

Land Zone: W4 Working Waterfront

Strengths: Significant tourist attraction, adjacent to the lighthouse and the world's largest blowhole.

Opportunities: Strengthen the Precinct as a tourist destination that engages with its proximity to the harbour and potential waterfront views. Improve public infrastructure and lighting.

Constraints: Crown Land.

Kiama - Interchange

A very rare area of productive support land in the local government area, this precinct provides crucial space for economic activity including manufacturing and wholesale trade.

Employment Land Area: 3.7ha

Land Zone: E3 Productivity Support

Strengths: Access to highway (northbound); escarpment views; near emergency services.

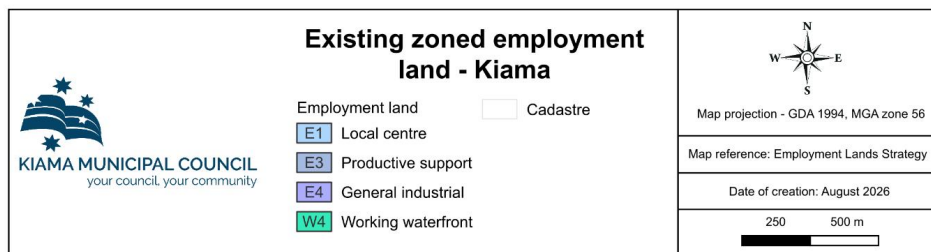
Opportunities: Provide increased opportunities for commercial and industrial uses, complementing other industries throughout the LGA. Widen Brown St to improve vehicular access to the Quarry Business Park and Trade Centre.

Constraints: Road widening adjacent to Princes Highway; Flood prone land; Filled land; Potentially contaminated sites; Riparian class 2 25m buffer.

Other small sites

Suburb	Zone	Site	Current Use	Land Area
Kiama	E3	Barney Street Quarry	Garden Centre & Cafe	1.42ha
Kiama	E3	Shoalhaven /Farmer St	Kiama Coaches & Auto	1.38ha
Kiama	E4	Shoalhaven Street (Depot)	Storage Sheds	0.4ha
Kiama	E1	Eddy Street	Men's Shed	0.1481ha
Kiama	E1	South end Manning St	Local shops	0.37ha
Kiama	E4	Saddleback Mtn Rd	BP Service Station	0.15ha
Kiama	E4	7 Marks Street	7 Marks	0.779ha
Kiama	E1	Tingira Crescent	Local shops	0.2619ha

Figure 6: Existing zoned employment land - Kiama



Gerringong

The suburb of Gerringong includes both commercial and industrial land within the Town Centre Precincts, the Industrial Precinct and other smaller areas (see details below and Figure 7).

Town Centre

The second largest commercial zone in the area (after Kiama town centre), servicing both the local community and a lively visitor economy. Fern St and surrounds offer a range of retail, hospitality and commercial spaces as well as allied health services.

Employment Land Area: 2.78ha

Land Zone: E1 Local Centre

Strengths: Access to Princes Highway; community and public recreation space; World class ocean and escarpment views.

Opportunities: Concentrate general retail services that cater for the day to day needs of the community in shops that front Fern Street or are located on land west of Fern Street. Provide opportunities for mixed residential and commercial development and in particular in premises that enable people to live in and conduct businesses from these premises.

Constraints: Potentially contaminated sites on Blackwood St and Fern St. Heritage items on Fern St.

Industrial Area

A very rare area of productive support land, this precinct provides crucial space for economic activity including manufacturing and wholesale trade.

Employment Land Area: 9.1ha

Land Zone: E1, E3, E4

Strengths: Adjacent to major highway, northbound and southbound; area includes a fuelling station; food and beverage retailers that service workers and residents in the area.

Opportunities: Provide increased opportunities for commercial and industrial uses, complementing other industries throughout the local government area. Increase floor area and density close to the rail station.

Constraints: Filled land; nearby bushfire prone land; potentially contaminated sites; Riparian class 2 25m buffer; Riparian class 3 15m buffer; Strategic agricultural lands SAL biophysical.

Figure 7: Existing zoned employment land- Gerringong

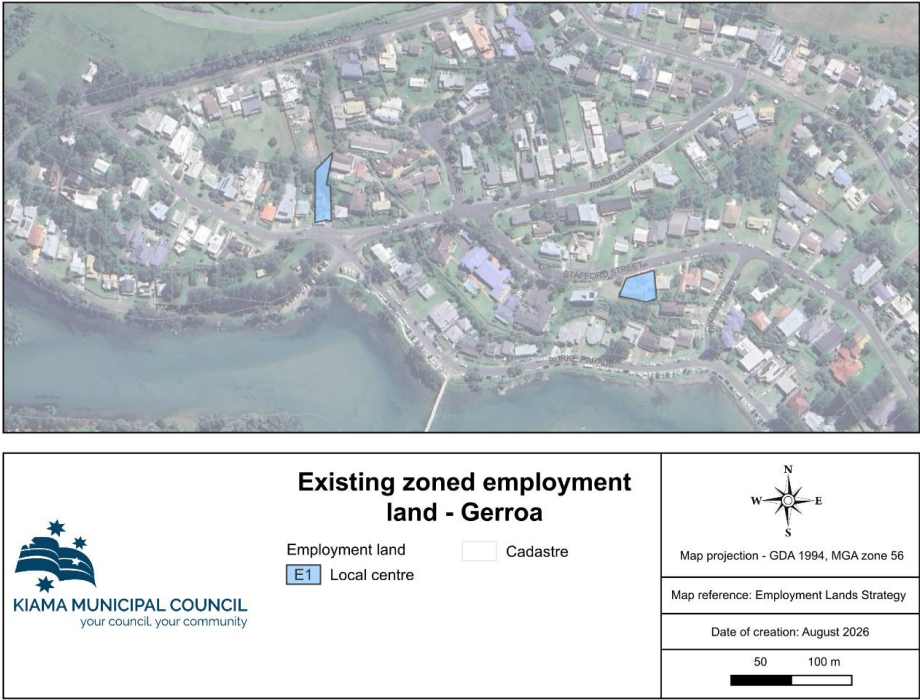


Gerroa

There are currently two small areas of local shops (commercial land) in the suburb of Gerroa (see details in Table and Figure 8).

Suburb	Zone	Site	Current Use	Land Area
Gerroa	E1	Stafford Street	General Store	0.06ha
Gerroa	E1	Riverleigh Avenue	Café	0.0566ha

Figure 8: Existing zoned employment land- Gerroa



Jamberoo

This small historic Village is set within the Jamberoo Valley and comprises many old cottages and other larger buildings, with some newer detached housing clustered around the western extent of the Village. See Figure 9.

Employment Land Area: 2.18ha

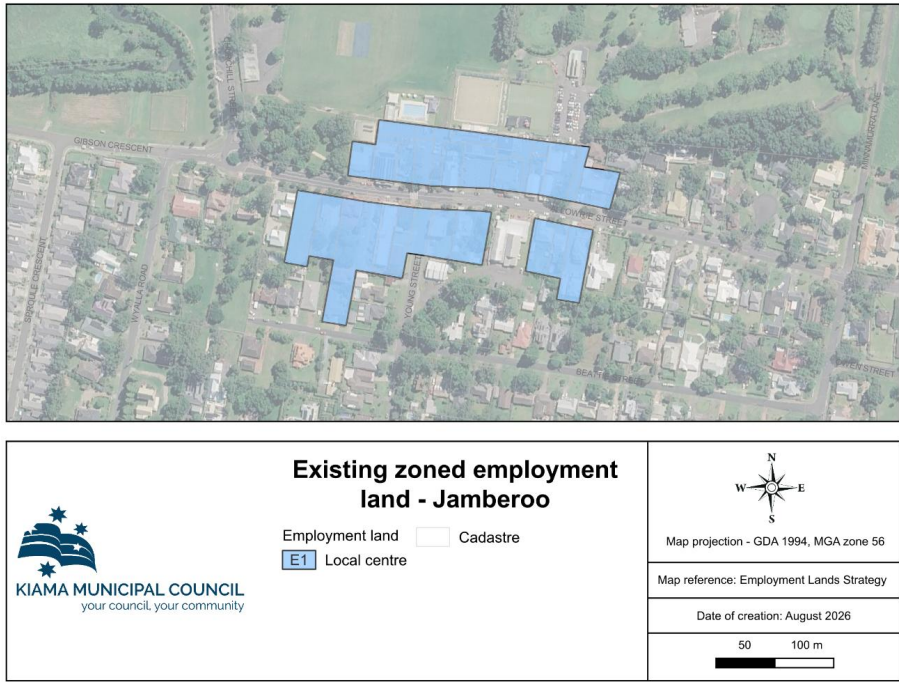
Land Zone: E1 Local Centre

Strengths: Rustic charm; nearby major tourist attractions; access to Southern Highlands via Jamberoo Mountain Road.

Opportunities: Small scale commercial development with direct street frontage. Increase engagement with visitor economy. Enhance the traditional rural village character. Review planning controls to identify opportunities for increased provision of retail and office.

Constraints: Sydney Water wastewater capacity issues; potentially contaminated site on Allowrie St; nearby bushfire and flood prone lands; heritage items along Allowrie St.

Figure 9: Existing zoned employment land- Jamberoo



Item 15.2

Enclosure 2

2.4 Demand modelling - Industrial

The section projects the amount of additional employment space to be accommodated within Kiama's industrial precincts. The growth in demand is primarily the result of employment growth. This chapter reflects the floorspace required to support the surrounding resident, worker and visitor communities. The estimated land area required to accommodate the projected growth in floorspace is then determined. Industrial land includes land zoned as E3 – Productivity Support and E4 – General Industrial.

Industrial land demand methodology

The methodology for projecting the demand for employment land is as follows:

1. Analyse employment projections at the local government level.
2. Prorated TfNSW employment projections to Remplan (2025) population projections.
3. Estimate the amount of employment directed towards employment precincts, based on the industry type, land zonings, previous land use audits and market trends.
4. This step is achieved by applying a distribution proportion to the net growth/decline in employment at the industry level. For example, 80-90 of manufacturing would be expected to be directed towards employment precincts.
5. Convert net growth in employment directed towards employment precincts to floorspace by applying industry standard employment densities (the amount of floorspace required per worker) to the net growth/decline by industry type.
6. Convert floorspace requirements into demand for land by applying typical Floor Space Ratios (FSRs) for developments in employment precincts.

Employment projections

Employment projections are sourced from the Transport and Performance Analytics (TPA's) Travel Zone Projections 2024 (TZP24), released in January 2025. Employment projections are provided for each industry sector in five year increments between 2021-66. These projections are based on, and align, with NSW DPE 2024 population projections and NSW Government Common Planning Assumptions.

HillPDA has pro-rated the TfNSW employment projections to align with the NSW DPHI 2022 population projections, and the additional population within the Greenfield expansion areas as detailed in the Kiama Local Housing Strategy.

It is estimated that between 2024-44 employment across Kiama is forecast to increase by around 3,125 jobs or 38% over the period. This includes employment associated with population growth due to additional land releases. See also Table 2.



Image: Council Works Depot

Table 2: Kiama LGA employment projections 2024-2044 (jobs)

Industry	2024	2044	Change #	Change %
Accommodation and Food Services	1,338	1,810	472	35%
Administrative & Support Services	210	273	64	30%
Agriculture, Forestry and Fishing	226	269	43	19%
Arts and Recreation Services	240	354	114	47%
Construction	1,241	1,623	381	31%
Education and Training	664	949	285	43%
Electricity, Gas, Water & Waste Services	44	72	28	62%
Financial and Insurance Services	236	340	104	44%
Health Care and Social Assistance	1,017	1,595	578	57%
Information Media & Telecommunications	60	75	15	26%
Manufacturing	224	355	130	58%
Mining	14	9	-5	-36%
Other Services	352	486	134	38%
Professional, Scientific & Technical Services	718	1,033	315	44%
Public Administration and Safety	604	769	166	27%
Rental, Hiring & Real Estate Serv.	138	184	46	34%
Retail Trade	717	926	209	29%
Transport, Postal and Warehousing	213	231	19	9%
Wholesale Trade	51	76	25	50%
Total	8,305	11,430	3,125	38%

Source: Transport for NSW employment projections, January 2025 release – prorated against Remplan 2025 population projections

Employment directed towards industrial precincts

This section estimates the number and type of jobs directed and accommodated within Kiama's employment precincts. This is achieved by applying a distribution proportion to the net growth/decline in employment at the industry level. For example, 80-90% of manufacturing would be expected to be directed towards employment precincts, while 10%-20% of retail could also be directed to employment precincts.

HillPDA has undertaken numerous employment land field audits for local government areas across NSW and VIC. Specifically, HillPDA has undertaken audits of employment precincts in Hornsby, Ballina, Byron, Tamworth, Wollondilly, Strathfield, Bellingen, Lithgow, Clarence Valley and Coffs Harbour LGAs.

From these audits, it has been found that employment precincts contain a range of land uses with all broad industries sectors being represented (trend of non-traditional uses within industrial precincts discussed in Section 4.2). As such, forecasting demand based solely on changes in "traditional industrial uses" such as manufacturing, wholesale trade and/or storage/warehousing/logistics employment would result in an underestimate of a locations future employment land needs.

Table 3 provides the proportion of employment estimated to be accommodated/directed to a region's employment precincts. These proportions have been based on review of ABS place of work data for Kiama LGA at the ANZSIC 2-digit level.

Table 3: Proportion of industry employment directed towards industrial precincts

Industry	% of employment accommodated/ directed towards industrial precincts
Accommodation and Food Services	5%
Administrative and Support Services	5%
Agriculture, Forestry and Fishing	5%
Arts and Recreation Services	5%
Construction	10%
Education and Training	3%
Electricity, Gas, Water and Waste Services	20%
Financial and Insurance Services	3%
Health Care and Social Assistance	3%
Information Media and Telecommunications	3%
Manufacturing	90%
Mining	5%
Other Services	30%
Professional, Scientific and Technical Services	3%
Public Administration and Safety	10%
Rental, Hiring and Real Estate Services	5%
Retail Trade	5%
Transport, Postal and Warehousing	56%
Wholesale Trade	80%

Source: HILLPDA

Based on these assumptions, it is estimated that Kiama's industrial precincts contained around 870 jobs in 2024. This is forecast to increase to around 1,200 jobs by 2044, representing 330 additional jobs over the 20-year period. See Table 4 below.

Table 4: Estimated employment/jobs accommodated in industrial precincts 2024-2044

Industry	2024	2044	Change #	Change %
Accommodation and Food Services	67	91	24	35%
Administrative and Support Services	10	14	3	30%
Agriculture, Forestry and Fishing	11	13	2	0%
Arts and Recreation Services	12	18	6	47%
Construction	124	162	38	31%
Education and Training	17	24	7	43%
Electricity, Gas, Water and Waste Services	9	14	6	62%
Financial and Insurance Services	6	9	3	44%
Health Care and Social Assistance	25	40	14	57%
Information Media and Telecommunications	1	2	0	26%
Manufacturing	202	319	117	58%
Mining	1	0	0	0%
Other Services	106	146	40	38%
Professional, Scientific and Technical Services	18	26	8	44%
Public Administration and Safety	60	77	17	27%
Rental, Hiring and Real Estate Services	7	9	2	34%
Retail Trade	36	46	10	29%
Transport, Postal and Warehousing	119	130	10	9%
Wholesale Trade	41	61	20	50%
Total	872	1,200	328	38%

Source: HILLPDA, TfNSW 2024 employment projections – amended to REMPLAN population projections

Net employment floorspace requirements 2024-2044

Employment is converted into floorspace needs by applying industry standard employment densities (the amount of floorspace required per worker) to the amount of employment directed towards industrial precincts between 2024-44. Employment densities for the manufacturing, wholesale, and warehousing industries and been affected by changing business practices and technologies, such as increased automation. These trends may decrease the amount of employment required for business operations but do not necessarily translate into decreased floorspace requirements. To address changing employment densities, these industries have been adjusted (softened) over the coming decades.

Using this methodology, employment floor space within Kiama's industrial precinct is estimated to increase from its current provision of around 57,000 square metres to around 91,235 square metres by 2044, representing an additional 34,230 square metres.

Table 5: Industrial precinct floorspace requirements 2024-2044 (square metres)

Industry	2024	2044	Change #
Accommodation and Food Services	1,338	1,810	472
Administrative and Support Services	315	410	95
Agriculture, Forestry and Fishing	339	404	65
Arts and Recreation Services	360	530	171
Construction	3,724	4,868	1,144
Education and Training	498	712	214
Electricity, Gas, Water and Waste Services	1,328	2,873	1,545
Financial and Insurance Services	147	213	65
Health Care and Social Assistance	763	1,197	434
Information Media and Telecommunications	37	47	10
Manufacturing	16,146	31,918	15,772
Mining	21	14	-8
Other Services	8,442	11,654	3,212
Professional, Scientific and Technical Services	449	646	197
Public Administration and Safety	1,811	2,308	498
Rental, Hiring and Real Estate Services	688	1,196	508
Retail Trade	1,434	1,853	419
Transport, Postal and Warehousing	14,285	19,429	5,145
Wholesale Trade	4,882	9,153	4,271
Total	57,005	91,234	34,228

Source: HILLPDA

Net industrial land demand 2024-2044

Net growth in floorspace is converted into land requirements by applying typical Floor Space Ratios (FSRs) for developments in employment precincts.

Typically, the building areas of industrial development do not encompass the entirety of the land parcels they reside within, a result of the specific site requirements of typical industrial occupiers which require setbacks from property boundaries, turning areas, parking areas, loading areas, landscaping etc. Although industrial precincts typically have an allowable Floor Space Ratio FSR) of around 1:1, the actual built FSR ranges from between 0.3:1 to 0.6:1. Therefore, a ratio of 0.3:1 has been applied to the industrial floorspace estimates and demand.

Using this methodology, it is estimated that the current demand for industrial land across Kiama is around 19 hectares, increasing to 30 hectares by 2044. This represents a net demand of 11 hectares over the period or an annual demand of 0.6 hectare.

Table 6: Industrial floorspace and land demand 2024-2044

	2024	2044	Net change
Total occupied floorspace (sqm)	57,005	91,234	34,228
Total land demand (hectares)	19.0	30.4	11.4

Source: HillPDA, 2025

Industrial land gap assessment

According to the NSW DPHI's employment lands development monitor (ELDM), as of 2024, Kiama contained 19.1 hectares of zoned industrial land. Of this, 17.5 hectares were developed, with the remaining 1.6 hectares undeveloped.

Table 7: Kiama supply of employment lands - 2024

LGA	Jan-24 (Ha)		
	Undeveloped	Developed	Total
Kiama	1.6	15.1	16.7

Source: Employment Lands Development Monitor 2024

Demand modelling suggests Kiama LGA will require 30.4 hectares of industrial land by 2044. Currently, Kiama contains 19.1 hectares of zoned industrial land (developed and undeveloped).

This indicates total land stocks are insufficient to meet demand, with a deficit of 11 hectares.

Table 8: Kiama industrial land gap assessment

Category	(ha)
Demand	30.4
Supply	16.7
Gap	-13.7

Source: HillPDA

Regional supply context

With significant environmental constrained land and the reduced employment self containment due to many residents travelling to Shellharbour or Wollongong (as identified in various strategies in Section 3.2), the provision of the full amount of industrial land may be difficult to accommodate within Kiama by 2044. Kiama is, however, recognised to benefit from the strategic proximity to Wollongong, Shellharbour and Nowra. The development of the new Shellharbour hospital, for example, represents a significant opportunity for Kiama, not just in terms of health service delivery, but also through the creation of employment opportunities. Similarly, the availability of industrial land at Port Kembla and Unanderra can complement Kiama's growing economy by enabling cross-boundary synergies. Other significant zoned industrial land in the region includes Kembla Grange, Shellharbour Airport and Tallawarra.

The role of the Kiama LGA within the Illawarra Shoalhaven Region is further embedded in the Draft Illawarra Shoalhaven Plan (DPHI, 20262) which notes that 'Kiama plays a distinct role within the region as a tourism based economy, with a strong construction and health workforce with strong commuting links to Shellharbour and Wollongong'.

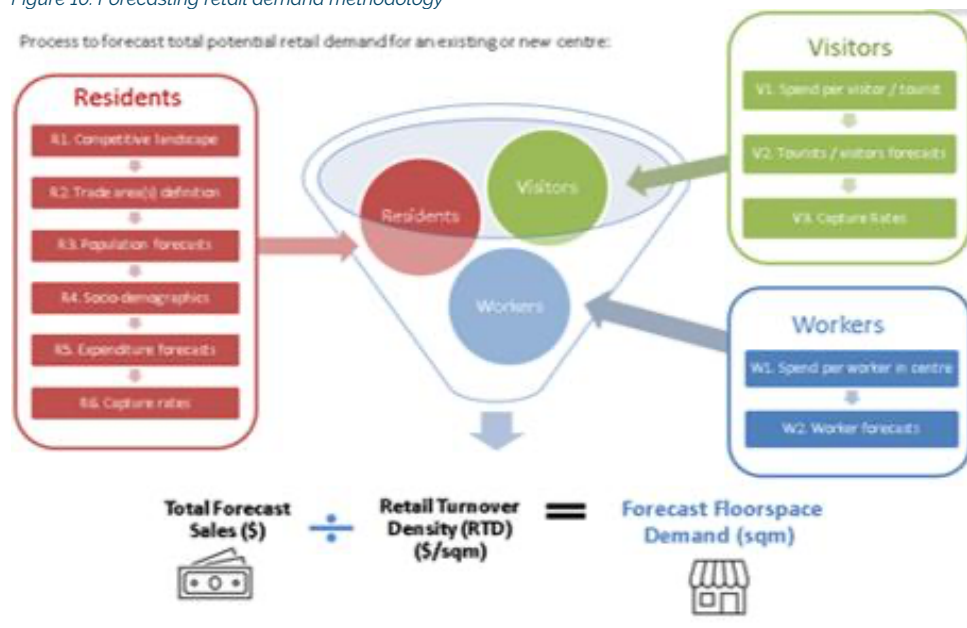
2.5 Demand modelling – Retail

A supply and demand assessment for commercial and retail floorspace across the Kiama LGA was undertaken by HillPDA. This assessment utilised their own in-house expenditure model which forecast the quantum of retail floorspace that could be accommodated in the LGA based on an analysis of the catchment's socio-demographics, real expenditure growth, population growth, potential capture rates and benchmark retail turnover densities.

Specific steps taken to determine the amount and type of retail space that could be supported in the LGA to 2044 were:

- Analysis of Spendmapp data at the suburb and LGA level. Spendmapp data is based on actual expense transactions by location, time and industry. The data provides detailed insights into where and how residents and visitors to the LGA spend their money
- The data was used to estimate the amount of retail spend (at the LGA level) and captured by each suburb that contained a retail centre(s)
- Determined and forecasted sources of expenditure (residents and visitors)
- Determine the amount of expenditure retained in the LGA
- Determined the amount captured by each suburb that contained a retail centre (based on Spendmapp data)
- Converted retained retail spend into floorspace requirements by applying average turnover densities.

Figure 10: Forecasting retail demand methodology



Source: HillPDA, 2025

The following sections detail the sources of retail expenditure within Kiama LGA.

Resident growth and expenditure

Residents are the primary source of retail expenditure within Kiama LGA. The population is based on the Remplan 2025 population forecast, which includes both infill and greenfield development that is currently forecast to occur in the next 20 years..

Kiama's current (2024) population is estimated at around 23,175. This is forecast to increase to around 26,810 persons by 2044, representing an increase of around 3,635 people over the period.

This population generates an estimated \$394 million in household expenditure as of 2024. This is forecast to increase to around \$533 million by 2044, representing an increase of \$139 million or 35% over the period

Table 9: Kiama estimated total household retail expenditure by commodity type (\$m)

Year	2024	2034	2044	Growth
Population	23,173	24,851	26,808	3,635
Apparel stores	38	43	49	12
Bulky goods stores	66	76	88	22
Department stores	19	20	20	1
Other non-food stores	56	64	74	18
Personal services	13	15	17	4
Restaurants and fast food services	63	75	90	27
Supermarkets and grocery stores	115	137	163	47
Specialised food stores	23	27	31	8
Total	394	456	533	139

Source: HILLPDA

Tourist and visitor expenditure

According to Tourism Research Australia 2019 LGA profiles, tourists and visitors to Kiama LGA spent a combined \$211 million in 2019. Spendmapp data, provided by Council, estimates tourist and visitor expenditure captured in the LGA in the year to April 2024 at \$218 million.

These expenditure estimates include a range of expenditure categories, including accommodation, entertainment, light industries, travel and transport, and retail. Tourism Research Australia's visitor surveys show that around 40% of total expenditure is on retail items. Given Kiama's coastal nature, types of land uses present, and accommodation types, we have increased this to around 55%. We have applied an annual growth rate of 1% to expenditure estimates. This rate is around half the annual growth rate projected in the tourism forecasts for Australia from 2023 to 2028.

Based on this, it is estimated that in 2024 tourists and visitors to Kiama generated \$120 million in retail spend. This is forecast to increase to around \$146 million by 2044, representing an increase of \$26 million or 22% over the period.

Retail capture rates by broad store type

The previous section identified the total volume of retail expenditure from residents across Kiama. However, not all this expenditure will be captured by retailers in the LGA. Reasons for this include:

- The proximity and size of surrounding shopping centres in adjacent areas
- The lack of a major bulky goods cluster and department stores in the centre
- Residents leaving the locality to undertake discretionary shopping (in department stores, apparel stores and bulky goods stores) in larger centres.
- Expenditure from residents who are on holidays/business trips or are away for other reasons for any extended period.

Analysis of Spendmapp data indicates that overall, just over 70% of retail spend escapes the LGA. This equates to around an estimated \$291 million in 2024. If the LGA were to retain some of this spend it would significantly increase the amount of retail space required in the LGA.

Spendmapp data have influenced the capture rates applied in this study. Spendmapp data is based on actual expense transactions by location, time and industry. By applying these rates across the various retail categories, the study estimates the amount of retail spend retail/captured in the LGA and, subsequently, the amount of floorspace this could support. The capture rates applied are provided in the Table 10 below.

Table 10: Retail capture rates by broad type and trade segment (Kimama LGA)

Category	Resident Local Spend %	Visitor Local Spend %
Apparel stores	8%	2%
Bulky goods stores	3%	1%
Department stores	8%	0%
Other non-food stores	20%	14%
Personal services	39%	8%
Restaurants and fast food services	28%	47%
Specialised food stores	30%	10%
Supermarkets and grocery stores	50%	18%
Total	27%	100%

Study area capture of retail spend

Based on the applied capture rates for 2024-2044, retailers in Kiama could achieve total retail sales of around \$225 million in 2024, increasing to \$292 million by 2044 (measured in 2024 dollars). This represents an increase of around \$67 million or 30% over the period.

Table 11: Potential capture of retail trade in Kiama LGA 2024-2044 (\$m)

Year	2024	2034	2044	Growth
Apparel stores	5	6	7	1
Bulky goods stores	4	4	5	1
Department stores	2	2	2	0
Other non-food stores	28	31	35	7
Personal services	14	16	18	4
Restaurants and fast food services	74	83	94	20
Supermarkets and grocery stores	79	92	108	28
Specialised food stores	19	21	24	5
Total	225	256	292	67

Source: HillPD, capture of trade based on Spendmapp year to April 2024 data

Kiama retail floorspace demand 2024-44

To determine the demand for retail floorspace, target turnover rates (\$/square metre), otherwise known as Retail Turnover Densities (RTDs) have been applied to projected expenditure captured in Kiama across various broad retail categories. The RTD rate broadly represents industry averages.

By applying the above RTD and a 5% vacancy target, it is estimated that around 35,330 square metres of Gross Leasable Area (GLA) retail space could be supported across Kiama LGA as of 2024. Supportable space increases to around 41,510sqm GLA by 2044 – an increase of around 6,180sqm or 17% over the 20-year period.

Table 12: Kiama LGA retail floorspace demand 2024-2044 (GLA square metres)

Store Type	Target RTD (\$/sqm)	2024	2034	2044
Apparel stores	5,000	1,082	1,174	1,278
Bulky goods stores	3,500	1,004	1,096	1,201
Department stores	3,500	442	451	463
Other non-food stores	4,000	6,947	7,532	8,188
Personal services	4,000	3,591	3,873	4,187
Restaurants and fast food services	6,500	11,319	12,115	13,000
Specialised food stores	9,000	2,091	2,234	2,394
Supermarkets and grocery stores	11,000	7,168	7,930	8,820
Total occupied space	7,630	33,645	36,405	39,532
Vacant space	5%	1,682	1,820	1,977
Total retail shopfront space		35,327	38,225	41,508

Source: HillPDa

Retail demand by selected existing centres/suburbs

Based on Spendmapp data provided at the LGA and suburb level, and assuming current spending patterns remain stable, Table 13 distributes demand across four Kiama suburbs that contain retail centre(s). From this, and assuming that all centres are in equilibrium with demand as of 2024:

- Kiama may require an additional 4,910sqm of retail space
- Gerringong may require an additional 460sqm of retail space
- Kiama Downs may require an additional 300sqm of retail space. This amount is equivalent to around three traditional shopfronts and could be located elsewhere in the LGA.
- Jamberoo may require an additional 200sqm of retail space. This amount is equivalent to around two traditional shopfronts and could be provided in or around the existing village centre.



Image: The Sebel Kiama

Table 13: Retail demand by selected centres 2024-2044 (square metres)

Broad retail category	Kiama			Gerringong			Kiama Downs			Jamberoo			Remaining space provided elsewhere in LGA		
	2024	2044	Change	2024	2044	Change	2024	2044	Change	2024	2044	Change	2024	2044	Change
Supermarkets & grocery	4,424	5,685	1,261	1,695	1,871	176	611	731	120	438	533	95	0	0	0
Specialised food stores	1,398	1,640	243	389	411	21	153	175	22	150	168	17	0	0	0
Bulky goods stores	757	951	194	247	250	2	0	0	0	0	0	0	0	0	0
Department stores	433	453	20	0	0	0	9	10	1	0	0	0	0	0	0
Apparel stores	942	1,138	195	97	92	-6	42	49	7	0	0	0	0	0	0
Other non-food stores	5,500	6,629	1,129	1,259	1,346	87	91	115	25	97	98	1	0	0	0
Restaurants & fast food	7,610	9,001	1,391	2,080	2,194	114	605	694	88	1,023	1,111	89	0	0	0
Personal services	2,675	3,187	511	628	669	41	202	236	34	86	95	9	0	0	0
Total occupied space	22,207	26,883	4,677	6,043	6,479	436	1,625	1,920	295	1,691	1,885	194	2,079	2,365	286
Vacancy rate	1,111	1,345	234	301	324	22	82	96	14	85	94	10	104	118	14
Total shopfront space	23,317	28,226	4,910	6,346	6,803	457	1,706	2,016	310	1,776	1,980	204	2,183	2,483	300

Source: HILIPDA

2.6 Demand modelling – Commercial

Demand for non-retail commercial related space is based on population growth and the Transport and Performance Analytics (TPA's) and Travel Zone Projections (TZP24) employment projections for the industry categories of:

- Information Media and Telecommunications
- Financial and Insurance Services
- Rental, Hiring and Real Estate Services
- Professional, Scientific and Technical Services
- Administrative Services (excludes cleaning, pest control).

Employment directed towards industrial precincts has been removed. An estimate of persons working from home was undertaken and removed based on 2021 Census information.

Based on these assumptions, it is estimated that between 2024-44, around 220 new non-retail commercial-related jobs could be provided in the LGA's commercial centres. Based on an average job density of 20 square metres for each commercial job, it is estimated that net growth in non-retail commercial-related jobs would drive demand for around an additional 4,390 square metres of space over the period.

Table 14: Net non-retail commercial related space demand 2024-44

	Net jobs	Job density	Demand (sqm)
Commercial space	219	20	4,390

Source: HillPDAs

As Kiama CBD is the primary centre across the LGA, the majority of this non retail commercial floor space demand would be planned and accommodated in the Kiama CBD, with some also to be provided in the Gerringong Town Centre and other local centres.



Image: Gerringong Town Centre, Kiama Municipal Council

2.7 Demand modelling – Identified Greenfield Sites

The population of the Kiama LGA is forecast to change, with both increases and decreases. It is expected that net migration will contribute more to population growth than natural change (births less deaths) (REMPPLAN, 2023). The Local Housing Strategy (Kiama Council, 2025) identifies future growth areas for new housing, and this strategy explores the likely demand for employment lands to align with this population growth and ensure adequate jobs and local services are provided to the new communities.

The table below details the identified greenfield urban expansion areas in the Local Housing Strategy, and their estimated number of lots. The resulting population in the table below is based on an average occupancy rate of 2.1 persons per dwelling.

Table 15: Urban expansion areas - estimated lots and population

Greenfield site	Estimated lot yield*	Estimated population
Kiama Downs, Bombo, Kiama		
Lot 442 Henry Parkes Drv, Kiama Downs	37	77
Lot 1 Riverside Drive, Bombo	20	42
25 Cole Street, Kiama	6	13
2 Caliope Street, Kiama	14	29
Kiama Urban Expansion Area		
Bombo Quarry Precinct	2,100	4,390
Riversdale Road Precinct	800	1,673
Dido Street Precinct	458	958
Kiama West Precinct	1,100	2,300
South Kiama Urban Release Area		
South Kiama Urban Release Area	380	794
Gerringong Urban Expansion Area		
48 Campbell St, Gerringong	147	307
86 Campbell Street, Gerringong	170	355
Jamberoo		
Macquarie Street, Jamberoo	42	88
Golden Valley Way - Stage 1	50	105
Golden Valley Way - Stage 2	67	140
TOTAL	5,391	11,062

Source: Local Housing Strategy, Kiama Municipal Council, 2025

* The approximate lot yield is subject to detailed investigation and is subject to change.

The proposed forecast population, and associated employment land needs in this report have considered the urban expansion areas as identified in the adopted Kiama Local Housing Strategy. This section of the report distils the more placed based approach to where employment lands should be located.

Greenfield urban expansion demand for retail space and land needs

To calculate the demand for retail land, an assumption for the greenfield area is provided in the following table. A vacancy rate of 5% is also included.

Table 9: Urban expansion areas assumed capture rates and turnover densities

Category	Spend per capita (2044)	Resident Local Spend %	Target RTD (\$/sqm)
Other non-food stores	\$2,754	20%	4,000
Personal services	\$649	30%	4,000
Restaurants and fast food services	\$3,340	25%	6,500
Specialised food stores	\$1,156	30%	9,000
Supermarket	\$6,073	50%	11,000

The resultant demand for retail space and land requirements by urban expansion area and greenfield area is provided in Table 17 and Table 18.

It should be noted that a 5% vacancy rate was also included. Estimating land requirements, a development FSR of 0.35:1 was applied. This accounts for the servicing, loading and parking requirements of retail uses. Retail net lettable area was also converted to a gross floor area. If a centre contained other commercial, community, or recreational uses, its land needs would be higher.

Table 17: Retail space demand and land requirements by new greenfield precincts

Greenfield urban expansion area	Retail demand (sqm GFA)	Land Area (ha)
Kiama	5,836	1.90
South Kiama	502	0.20
Gerrington	616	0.21
Jamberoo	357	0.11
TOTAL	7,311	2.42

The following tables detail total retail demand across the combined urban expansion areas by type.

Table 18 Urban expansion and greenfield areas total retail demand by type

Category	Retail demand (sqm)
Other non-food stores	1,523
Personal services	538
Restaurants and fast food services	1,421
Specialised food stores	426
Supermarkets and grocery stores	3,054
Total	7,311

A portion of the additional industrial land required will also be located in greenfield areas.

Analysis of Greenfield urban expansion areas

This section provides an assessment and analysis of the opportunities and constraints of the greenfield urban expansion areas identified in the Kiama Local Housing Strategy 2025, and the suitability, or unsuitability, of the site to accommodate employment lands. Potential new employment lands were assessed against the criteria in the draft Statewide Policy for Industrial Lands to determine the location for new employment sites within the LGA,

Kiama Downs, Bombo, Kiama

These four smaller areas will each yield between 6 and 37 lots and are therefore unsuitable for the location of new employment lands.

Bombo Quarry Precinct

The Bombo Quarry Precinct presents a unique opportunity to deliver a new development with housing, recreation and employment lands. The Master Plan provides an opportunity to plan for employment uses that would provide economic diversity, innovation and sustainability, and to consider how the area could complement other regionally significant employment lands.

Total Land Area: 114ha

Current Land Zone(s): RU1 Primary production and C3 Environmental Management.

Strengths: Large scale site; access to major highway (northbound and southbound); nearby electrified train station; world class ocean and escarpment views.

Opportunities: Potential for both retail and industrial uses that could complement Kiama town centre. Improve and enhance pedestrian access to and from the precinct. Develop as a new local centre within a larger masterplan. Improve access to neighbouring areas via Jamberoo Road. Opportunity for a new industrial precinct in close proximity to the M1 Highway.

Constraints: Road widening adjacent to Princes Highway; Bushfire prone land; contamination; Riparian class 3 15m buffer; need to rehabilitate and reform the land post quarrying activities.

Recommendation: This site is suitable for retail, commercial and industrial employment lands

Riversdale Road Precinct

This site is situated between the Bombo Quarry and Kiama West Precincts, and is suitable for a range of housing types, as well as open space and environmental conservation.

Total Land Area: 76ha

Current Land Zone(s): RU1 and C2

Strengths: Adjoins Bombo Quarry Precinct and Kiama West Precinct.

Opportunities: Opportunity for local shops and services to be provided on site. Opportunities for the precinct to provide road connectivity to the Bombo Quarry and Kiama West Precincts.

Constraints: Limited access to site, limited heavy vehicle roads due to topography. Topography of site limits opportunities for employment land.

Recommendation: This site is suitable for employment lands to provide local services.

Dido Street Precinct

This site includes land that is already zoned for residential development but is constrained by lack of flood free access, as well as its proximity to the active Bombo quarry. The site also includes land that has not yet been rezoned for urban development.

Total Land Area: 35ha

Current Land Zone(s): R2, RU1, C2, C3

Strengths: Adjoins the Bombo Quarry Precinct. Partially residentially zoned. Relatively close proximity to Brown Street E3 zoned land and Westend Precinct. Spring Creek and the dam provide amenity for information recreation.

Opportunities: For the precinct to be integrated into the adjoining Bombo Quarry and Riversdale Road precincts, and for road/transport upgrades to future proof against flood risks.

Constraints: Flooding, Spring Creek runs through site. Topography. Access from M1.

Recommendation: This site is unsuitable for employment lands.

Kiama West Precinct

The site is currently rural in nature and contains tracts of open grassland and more dense vegetation along several riparian corridors, including Spring Creek. The site is located directly west of Kiama CBD, approximately 1.7 km west of Kiama Railway Station. The majority of this site is the subject of the Springside Hill Planning Proposal.

Total Land Area: 130ha

Current Land Zone(s): RU2, C2, C3

Strengths: Access to Princes Highway (northbound), escarpment views, nearby emergency services, proximity to the existing Kiama urban area. Existing Greyleigh Homestead.

Opportunities: Provide increased opportunities for commercial and industrial uses, complimenting other industries throughout the LGA.

Constraints: Bushfire, flooding, topography, heritage.

Recommendation: This site is suitable for retail and industrial employment lands.

South Kiama Urban Release Area

The South Kiama Urban Release Area is approximately 40 hectares and will provide approximately 380 residential lots, open space areas and environmental conservation.

Total Land Area: 40ha

Current Land Zone(s): R2, R5, RU2, C2, C3

Strengths: Limited employment lands in the vicinity and limited access to the site creates demand. New urban release area – opportunities for design and to ensure good outcomes

Opportunities: Opportunity to provide local services in the new urban release area. Opportunity to corner store/café located along Collector Road and next to local park.

Constraints: Bushfire, topography, limited access to site (Access via M1 overpass).

Recommendation: This site is suitable for employment lands to provide local services.

Gerringong urban expansion area

These two areas will each yield around 147 and 170 lots. Due to the land area and location of the sites, these areas are considered unsuitable for the location of new employment lands. It is noted however that there may be opportunities to expand the existing Gerringong Industrial area. This is discussed further below.

Jamberoo urban expansion area

These three sites will each yield between 42 and 67 lots. Due to the size and location, these sites are considered unsuitable for new employment lands. The additional demand for new or increased employment land from these developments will be provided in the village centre.

2.8 Meeting future employment land demand - Infill

Employment land, including industrial, retail and commercial, is needed in both urban infill areas as well as greenfield or expansion areas. For existing urban areas, there may be limited opportunity for additional land area, so the required approach is a combination of enhancing and optimising development on land that is currently appropriately zoned.

There is evidence of interest in commercial, retail and industrial development in the Application tracker, which showed 13 applications for the following types of development:

- Mixed use development applications
- Retail and commercial developments proposed
- Tourist and visitor accommodation developments
- Industrial developments
- Food and drink premises.

Kiama Town Centre

Kiama CBD plays a critical role being the primary centre within the LGA. With many residents working from home, businesses requiring professional suites, tourists requiring food, drink and restaurant plus entertainment, key locations for retail floor area will be necessary. In the Kiama CBD Master Plan, locations such as Akuna Place, Council Chambers, or Kiama Leagues Club were provided as options. It is noted that there is a proposed development within Akuna Place, and if approved it can begin to accommodate the needed growth.

This Strategy identifies that an additional 8,700sqm of gross floor area is required over the next 20yrs for employment (commercial and retail) purposes within the Kiama Town Centre. Implementing the Kiama Town Centre Master Plan will facilitate growth in the Kiama CBD. This includes investigating LEP amendments, to ensure additional commercial and retail GFA is provided within the existing CBD and to formalise the boundaries of the CBD.

Gerringong Town Centre

The Gerringong Town Centre is the second largest centre within the Kiama LGA. With population growth, potential additional housing developments and employment increasing within Gerringong, additional retail and commercial floor area is needed.

This Strategy identifies that an additional 1,040sqm of gross floor area is required over the next 20yrs for employment (commercial and retail) purposes within the Gerringong Town Centre. A town centre master plan should be undertaken for Gerringong local centre to identify opportunities for uplift within the Gerringong centre.

Jamberoo

Jamberoo is an established village with an existing local centre servicing the local community.

This Strategy identifies that an additional 209sqm of gross floor area is required over the next 20yrs for and retail purposes within Jamberoo. There are opportunities to enhance the use of existing zoned land and encourage optimum use of those lands for future employment activities.

Kiama Downs

Kiama Downs is an established low density suburb with two distinct characteristics; a beach community and a parklands community. Each distinct community is benefited by its own employment precinct.

This Strategy identifies that an additional 310sqm of gross floor area is required over the next 20yrs for and retail purposes within Kiama Downs. There are opportunities to enhance the use of existing zoned land and encourage optimum use of those lands for future employment activities.

Minnamurra

The Kiama Council Waste Depot in Minnamurra is currently zoned SP2 Infrastructure with the permissible purpose noted as Waster or Resource Management Facility and Animal Boarding or Training Establishment. Council has resolved to relocate its Works Depot to this location, and there is approximately 2 hectares of land that may be more appropriately zoned industrial to reflect its current and future use.

Small / other areas

There are some opportunities for increased density' in existing employment areas like Gainsborough Estate and Jones Beach.

There are other areas, such as Kiama Heights, which do not have any employment land and which may cause lack of containment issues as these residents are required to access local services in adjoining suburbs.

Where possible, opportunities should be explored to identify sites for local services within these areas.



Image: Kiama Downs local centre, Kiama Council images

2.9 Meeting future employment land demand - greenfield

As well as enhancing existing employment lands, there is a need to ensure that new urban expansion areas include local services and local centres to support the new population.

There are several opportunities for new employment lands to be provided in the greenfield development areas as identified in the Kiama Local Housing Strategy 2025.

Following the analysis (see Section 2.7) the following sites are suitable for greenfield employment lands:

- Kiama Urban Expansion Area
 - Bombo Quarry Precinct
 - Riversdale Road Precinct
 - Kiama West Precinct
- South Kiama Urban Release Area

As forecast by the growth sectors, Kiama has the greatest need for E4 General Industry. This should be located on main collector roads or close to major roads. E3 Productivity Support usually supports E4 General Industry, and E1 Local Centre zones.

This section discusses the type and quantum of employment lands required for each site.

Bombo Quarry Precinct

Tier 4 – Strategically identified land

This site is suitable for retail, commercial and industrial employment lands.

Industrial: 5 ha of industrial land is required to be provided in the Bombo Quarry Precinct.

This site provides an opportunity for industrial land to be located in an area that is highly accessible, with visible and transport links to business uses along the Princess Highway further north. The proposed industrial land should be located on the northern side, close to the Princess Highway to facilitate its visibility. Its proposed location also achieves great accessibility from the roundabout off Quarryman Road.

This land may be zoned E4 General Industry which permits service industrial, hardware and building supplies, light industrial, goods and repairs (but does not permit heavy industry).

Retail and Commercial: The Bombo Quarry Precinct can accommodate a new local neighbourhood centre including around 2,800sqm of GFA retail floor area (1.2ha of land area), community facilities, and around 2,000sqm of commercial floor area. The commercial floor area should be integrated or associated with the local neighbourhood centre and can provide support for businesses, such as local doctors or hairdressers, to service future residents.

The proposed local neighbourhood should follow the following locational principles:

- Be highly accessible from Quarryman Road in which to capture the community leaving or entering Bombo precinct
- Be an area that can accommodate the proposed retail, commercial and mix of uses, which could be up to a minimum of 1.2ha surrounded by higher density housing.
- Support a 800m walkable neighbourhood catchment, which does not overlap with the 800m walkable catchment of Riversdale Precinct local centre.

Industrial	Retail	Commercial
5ha land	2,800sqm GFA /1.2ha land	2,000sqm

Riversdale Road Precinct

Tier 4 – Strategically identified land

This site is suitable for employment lands to provide local services.

Industrial: This site is not suitable for industrial land.

Retail and commercial: This Precinct is located between Bombo Quarry and Kiama West, and could accommodate around 600sqm of retail (or a minimum of 2,000sqm of land area) for local services. The retail area has been determined in consideration of location of centres, overlap of catchment trade areas and providing walkable neighbourhoods.

The Riversdale local centre should follow the following locational principles:

- Be highly accessible from Riversdale Road and Jamberoo Road
- Support a 800m walkable neighbourhood catchment, which does not overlap with the 800m walkable catchment of Bombo Precinct local centre.
- Riversdale and Bombo local centres should be at least 2km apart.

Industrial	Retail	Commercial
Nil	600sqm GFA /0.2ha land	Nil

Kiama West Precinct

Tier 3 - Land under consideration for rezoning

This site is suitable for retail and commercial employment lands to provide local services.

Industrial: This site is not suitable for industrial land.

Retail and Commercial: This Precinct could accommodate around 1,600sqm of GFA retail (around 5,000sqm of land area) for local convenience. Access to a new local centre could be taken off Bland Street, so to support the existing residential area west of Kiama, as well as the proposed new area of Springside Hill.

Industrial	Retail	Commercial
Nil	3,200sqm GFA /1ha land	Nil

South Kiama Urban Release Area

Tier 3 - Land under consideration for rezoning

This site is suitable for employment lands to provide local services

Industrial: This is not suitable for industrial land

Retail and Commercial: The South Kiama greenfield area can accommodate employment lands for local services, including a village centre. The location of the village centre is important to be able to access a new local centre comprising of 500sqm GFA of retail off Saddleback Mountain Road. This provides local convenience to residents, can also be visible to passing traffic, and assists to limit traffic movement outside of the release area.

Industrial	Retail	Commercial
Nil	500sqm GFA /0.2ha land	Nil

Additional greenfield land suitable for industrial uses

Section 2.4 of this Strategy identifies that an additional 12 hectares of industrial lands are required within the LGA over the next 20yrs. The analysis above has identified that the Bombo Quarry Precinct can accommodate approximately five (5) hectares of industrial lands. No other greenfield site has been identified as suitable for industrial purposes, meaning that an additional seven (7) hectares needs to be identified by this Strategy.

As part of the EOI process associated with the Kiama Local Housing Strategy, land adjoining the existing E3 and E4 industrial land in Gerringong was identified as being suitable for new industrial lands and is included in this Strategy.

Potential new industrial lands were assessed against the criteria in the draft Statewide Policy for Industrial Lands to determine the location for new industrial sites within the LGA.

1. Proximity to freight access and/or critical infrastructure

There are eight (8) interchanges with the M1 Princes Highway (i.e. freight corridor) in the Kiama LGA:

- Swamp Road/Riverside Drive
- Quarryman Road/Riverside Drive
- Gipps Street/Spring Creek Drive
- Old Saddleback Road/South Kiama Drive
- Weir Street/South Kiama Drive
- Rose Valley Road/Fern Street
- Belinda Street/Sims Road
- Toolijooa Road/Donovan Road

This Strategy recommends focusing new industrial lands around the Quarryman Road/Riverside Drive and (ie, Bombo Quarry and the broader Kiama Urban Expansion Area) and Belinda Street/Sims Road interchanges as two (2) of the three (3) interchanges with north and south on and off connections to the M1 in the LGA.

Areas around the other interchanges are predominantly already significantly developed for residential purposes or in rural/agricultural areas.

2. Capacity for essential infrastructure

Planning for the servicing of the Kiama Urban Expansion Areas is occurring as part of the development of the Structure Plan. Ongoing dialogue with Sydney Water is occurring regarding the capacity of the Bombo Treatment Plant. Industrial lands within the Kiama Urban Expansion Area would be delivered in accordance with the future Structure Plan. This reinforces the suitability of Bombo Quarry and the broader Kiama Urban Expansion Area for future industrial lands.

It is noted some essential infrastructure is already available within the Belinda Street/Sims Road area. Existing residential and commercial development along Belinda Street is already connected to essential infrastructure. A temporary arrangement was in place at 5 Sims Road while the site was being used by the RMS during the M1 construction, however Sydney Water has confirmed the site is not serviced for industrial development for the short to medium term as extension/augmentation is required. This reinforces the suitability of the Belinda Street area, east of the M1, as future employment lands in the immediate terms and the suitability of the Sims Road area in the medium to long term.

3. Adjacency to high pressure pipelines transporting dangerous goods

This criterion aims for new industrial lands to avoid encroachment into the easements of high-pressure pipelines to ensure safe separation. Where proximity is unavoidable, strategic site

selection and layout should demonstrate consistency with relevant risk criteria and consider the potential for any individual and community risk.

The Eastern Gas Pipeline runs through the Belinda Street area and the Sims Road area. The Eastern Gas Pipeline is not located within the Bombo Quarry or the broader Kiama Urban Expansion Area.

South of Belinda Street, the Eastern Gas Pipeline runs immediately adjacent to the South Coast Rail Line. North of Belinda Street, the Eastern Gas Pipeline runs through the middle of properties along Sims Road.

Clause 2.77 of the *State Environmental Planning Policy (Transport and Infrastructure) 2021* requires consultation with the pipeline operator and consideration of risks to be undertaken by Council for development within 20m of the centreline of the Eastern Gas Pipeline.

Clause 2.99 of the *State Environmental Planning Policy (Transport and Infrastructure) 2021* requires outlines that the concurrence of the Rail Authority is required for any development which includes excavation to a depth of at least 2 metres below ground level within 25m of a rail corridor.

Given its locations along the South Coast Rail line, future development within the Belinda Street area is more readily available to avoid encroachment into the easements of high-pressure pipelines to ensure safe separation.

Future development within the Sims Road area is less able to wholly avoid encroachment and therefore strategic site layout would need to demonstrate consistency with relevant risk criteria and consider the potential for any individual and community risk.

4. Site are unencumbered by environmental constraints

Land in the broader Kiama Urban Expansion Area and the Belinda Street and Sims Road areas is identified as Category 2 and 3 bushfire which is a relatively low risk.

There are no class 1 riparian lands in either the broader Kiama Urban Expansion Area or the Belinda Street and Sims Road areas.

There are some areas identified as class 2 riparian lands within the broader Kiama Urban Expansion Area and the Belinda Street and Sims Road areas. Management of these environmental constraints is considered reasonable.

Areas along Spring Creek and Crooked River are mapped by the NSW Biodiversity Values Map. Future development within these areas is to be avoided.

5. Contamination and remediation potential

There is a likelihood of low-level contamination due to past farming activities on all sites and this would be further considered as part of any rezoning proposal.

6. Accessible to business and communities

Adherence to the future Structure Plan would ensure that future industrial lands within the broader Kiama Urban Expansion Area would be readily accessible to existing and future businesses and communities.

Future employment lands within the Belinda Street area would be immediately accessible to businesses and communities within Gerringong given the immediate adjacency of existing residential, industrial and commercial development within Gerringong.

While the interchange provides access to east and west, the land to the west is not serviced and is not immediately connected to any existing urban development.

Given the above analysis, this Strategy identifies the following future industrial land:

Gerringong Industrial area

Tier 4 – Strategically identified land

Current Land Zone(s): RU1 Primary Production, RU2 Rural Landscape.

Strengths: Adjacent to major highway, northbound and southbound; area includes a fueling station; food and beverage retailers that service workers in the area; adjacent to LHS identified urban expansion areas.

Opportunities: Provide increased opportunities for commercial and industrial uses, complementing other industries throughout the local government area. There are potential additional employment land opportunities adjacent to the M1 on and off ramps.

Constraints: Filled land; bushfire prone land; flood prone land, potentially contaminated sites; Riparian class 2 25m buffer; Riparian class 3 15m buffer; Strategic agricultural lands SAL biophysical, Eastern Gas Pipeline.

This site is suitable for new industrial employment lands.

Industrial: Land adjacent to the west of proposed new housing greenfield area at Campbell Street in Gerringong, and south of Belinda Street near the railway line can provide light industrial and convenience services. As per state and regional planning strategies, industrial lands should be located close to transport and freight networks, which assists to minimise land use conflicts. This is also a logical extension of the existing urban boundary.

Further, land that is adjacent to the railway line, close to Gerringong railway station, accessible to the Princess Highway, and good access to the highway, is highly suitable for general industrial. Land just north of Belinda Street is land zoned E3, together with road accessing the railway station should be expanded for employment purposes.

This land may be zoned E4 General Industry. This site is suitable for light manufacturing, storage, warehousing, transport, logistics, and distribution,

Together this area in Gerringong could comprise a broad site area of approximately 11-12ha (Approximately 8 ha of developable land area). See Figure 7 for proposed location.

Retail and Commercial: This site is not suitable for retail or commercial employment lands, unless they are complimentary to the industrial activity. (See Figure 7).

Industrial	Retail	Commercial
8ha land	Nil (unless complimentary)	Nil (unless complimentary)

It is acknowledged that Belinda Street/Sims Road area is strategic, given its proximity to and readily available access to the M1. Current constraints associated with essential infrastructure and high-pressure pipelines makes the land identified in Figure 13 more appropriate for inclusion in this Strategy at this time.

In addition to the future industrial land proposed in this strategy, the upcoming Rural Lands Strategy will consider the suitability of additional land for employment purposes and where appropriate, this will be included in a future review of the Employment Lands Strategy.

2.10 Summary of meeting future demand

In summary, the industrial and commercial employment land requirements for existing urban areas, and new greenfield development sites are provided at Tables 13 and 14. The indicative locations are shown at Figures 11, 12 and 13.

Industrial

Table 19: Meeting future demand for industrial land

Site	Industrial - Land Area (ha)
Existing industrial areas	Enhancement of existing zoned areas to increase capacity.
Minnamurra	2ha
Bombo Quarry Precinct	5 ha
Gerringong	8ha
Total	15ha

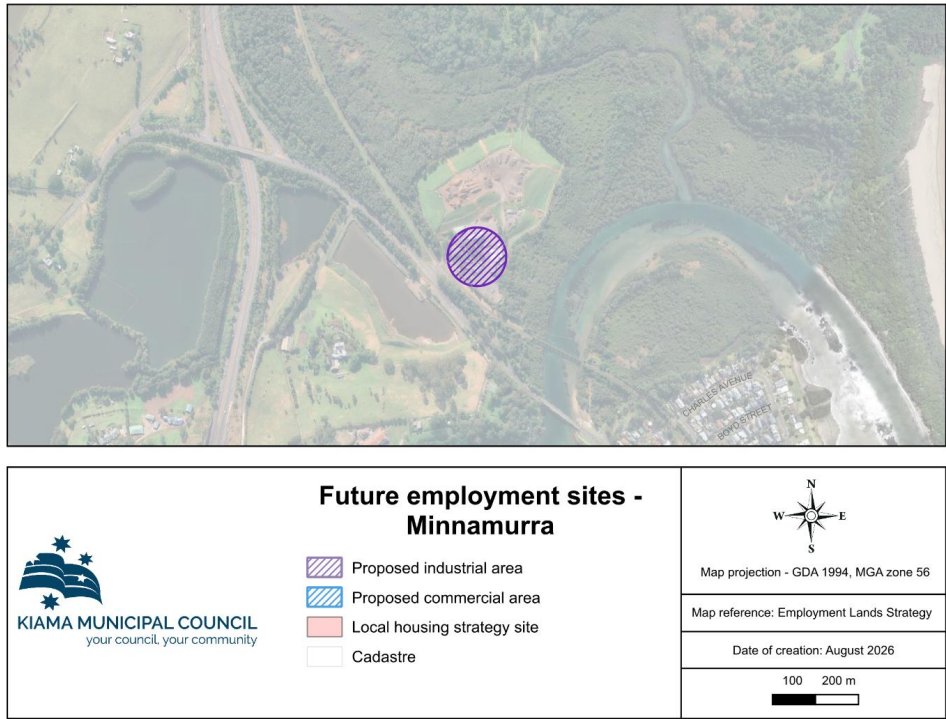
Commercial

Table 20: Meeting future demand for retail and commercial

Site	Retail		Commercial
	Land Area (ha)	GFA (sqm)	GFA (sqm)
Kiama Town Centre	Enhancement	4,910	3,800
Kiama Downs	Enhancement	310	-
Kiama – other	Enhancement	300	-
Gerringong Town Centre	Enhancement	457	590
Jamberoo	Enhancement	204	-
Total Infill		6,181	4,390
Bombo Quarry Precinct	1.2	2,800	2,000
Riversdale Road Precinct	0.2	600	-
Kiama West Precinct	1.0	3,200	-
South Kiama URA	0.2	500	-
Total Greenfield	2.6	6,900	2,000
Total		13,081	6,390

Note: All land areas and locations on maps are indicative only and subject to detailed assessment processes.

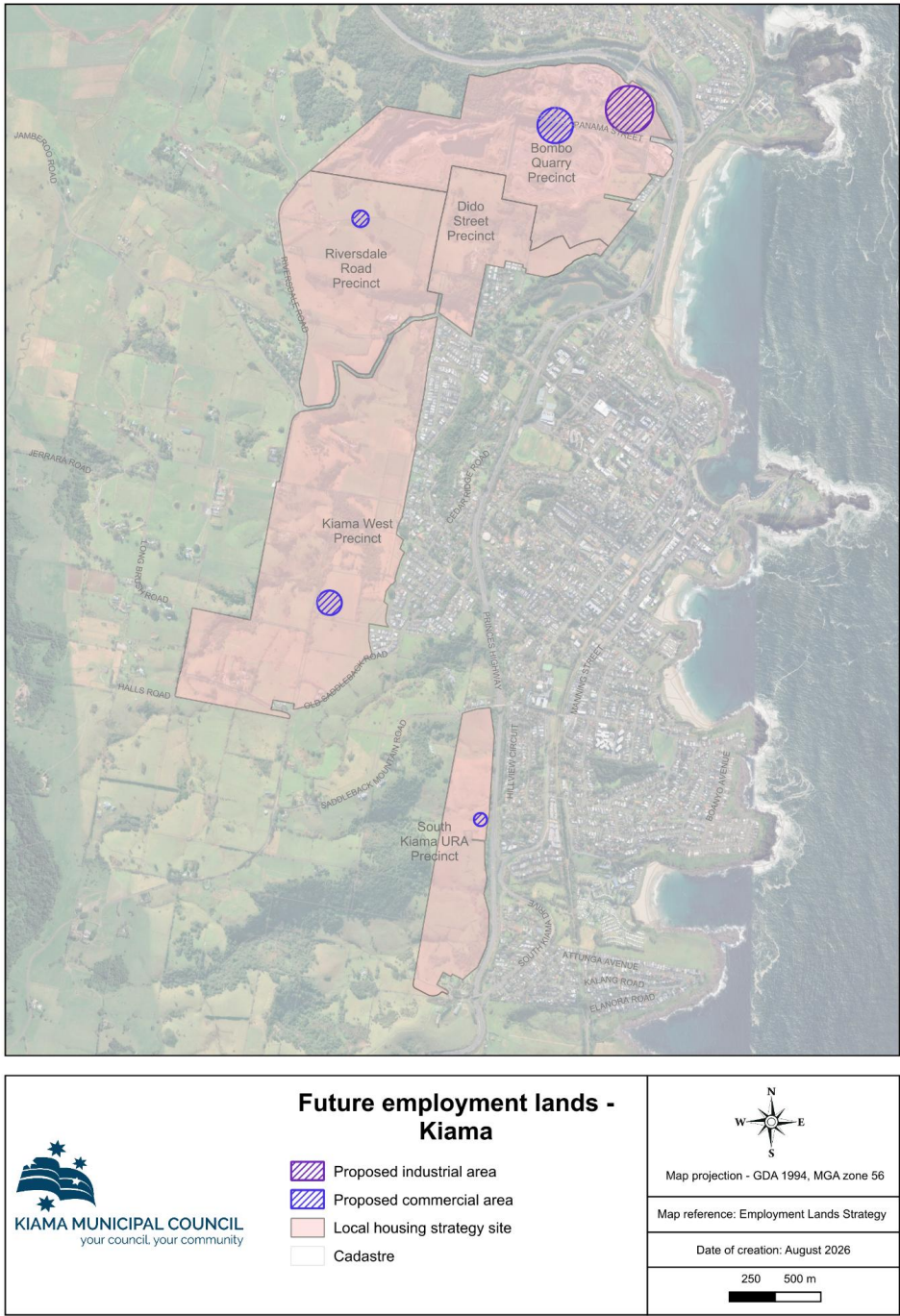
Figure 11: Proposed employment lands – Minnamurra



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Figure 12: Proposed employment lands - Kiama



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Figure 13: Proposed employment lands – Gerringong



Section 3 – The priorities

This strategy identifies seven Priorities to guide the supply, management, development and utilisation of employment lands for a sustainable future. The Priorities were informed by the following key principles:

- Build on strengths by developing the employment sectors which take advantage of the LGA's assets,
- Maintain and strengthen the local service economy (to reduce the leakage of expenditure outside the region),
- Support sustainable and resilient businesses and jobs growth,
- Current employment E1 and E3 land should provide enhanced opportunities, and increased densities to serve the local community and visitors,
- E4 zoned land should be strategically located and achieve "local significance" as categorised by DPHI "Industrial Lands Action Plan",
- Employment land should be provided in urban expansion areas to ensure local services are provided to new residents and businesses and minimise traffic impacts.

The seven priorities that guide how Council will plan for employment land and support the businesses that operate on it are shown in Figure 8:

Figure 14: Priorities



1

Promote the Kiama CBD as the primary employment and activity centre that supports tourism, hospitality, professional services, retail, commercial and accommodation.

Kiama CBD plays a critical role being the primary centre within the LGA. The Illawarra Shoalhaven Regional Plan recognises the importance of this role both to the LGA and within the broader region. Solidifying this role is vital.

Significant jobs are forecast in the accommodation and food industries resulting in the need for an additional supermarket, restaurants and non-food stores. Food and services act as anchors for attractive mixed-use centres. Profile id's State of Our Economy Report has shown that hospitality expenditure in Kiama has continued to grow and, likewise, service expenditure has proven resilient. Kiama's local food, hospitality, tourism and service expenditure will likely see continued growth in line with population growth.

Kiama CBD area can accommodate the forecast 4,910sqm of retail floor area to support locals and tourists. This includes the need for a supermarket and supporting speciality stores. Supporting restaurants operating on parts of the footpath will activate public spaces, contribute to a more vibrant and pedestrian-friendly environment, and encourage longer stays in the CBD.

In addition to retail floor area, Kiama needs to accommodate up to 6,000sqm of commercial space (such as health services, professional services, real estate and offices) within the CBD.

With the rise in professionals and the growing trend of working from home, there are opportunities to provide local suites for start-ups and support businesses within the CBD. Incorporating this type of space as part of future redevelopment should be encouraged.

Implementing the Kiama Town Centre Master Plan is necessary. Key changes and strategies to increase the FSR and permissible heights in the majority of the E1 zone encourage commercial uses are required. Increased planning controls will also facilitate the development of new commercial and mixed-use spaces, stimulate further investment and improve the economic vibrancy of the town centre. Planning controls should also look to support tourism, including increased dining, retail and accommodation options. The unique characteristics and employment opportunities of the individual precincts should be captured in planning controls.

With a clear link between the physical quality and economic evolution of centres, placemaking initiatives will facilitate repeated and higher expenditure that promotes enterprise growth and floor space investment. By focusing on planning controls, Kiama can adopt an integrated strategy that attracts investment and drives growth in the town centre through activating street frontages, supporting business-friendly zoning, and cutting through red tape.

The NSW Government Vibrancy Reforms are a cross-government initiative developed in consultation with key government agencies, industry, councils and stakeholders to improve the night-time economy through both legislative and policy reforms. The legislative reforms propose changes to the planning system to support more creative, hospitality and cultural uses contributing to the 24-hour economy. Once the full suite of these reforms come into effect, broad principles and a nighttime economy strategy for the Kiama CBD should be developed. This strategy should include a planning framework to guide the assessment of development applications for licensed premises, with the aim of enhancing tourism. Such an approach could directly benefit the vibrancy and activation of the Kiama.

2

Expand retail and commercial local neighbourhoods within the Kiama LGA.

The provision of sufficient commercial employment land to meet projected growth projections within the Kiama LGA over the next 20-year period is an important benchmark for the area's overall prosperity. After factoring in unzoned supply, a comparison between current supply and 2044 demand showed that future employment precincts within the LGA will provide insufficient commercial land to meet the LGA's needs by 2044. Meeting future demand for retail and commercial employment space in Kiama LGA, but that which does not detract from the primacy of the Kiama CBD, will mean expansion into new areas.

Current planning controls potentially limit the amount of floor space allocated for employment uses within existing employment centres. Careful adjustments to FSRs and building height controls and parking requirements must be made to maximise the potential for commercial centre expansion, facilitate economic activity, enable business expansion, and create a more vibrant commercial environments for residents and visitors.

Gerringong needs to cement its character and role of being the second largest centre within Kiama. With population growth, potential additional housing developments and employment increasing within Gerringong, an additional 1,000sqm GFA of retail floor area is needed. As per Section 7 of this report, increasing the FSR and heights to allow for retail and additional mixed use in Gerringong local centre is necessary. There is underutilised land in the local neighbourhood that could be renewed, however any renewal should take into account heritage items and placemaking character. A master plan should be undertaken for Gerringong local centre where the enhancement of floor area and height to enable around 800sqm of additional commercial area to support tourists and local residents is developed.

Jamberoo is a small historic village where renewal with additional retail or non retail uses can capture a greater number of passersby and provide additional local services. Enhancing the currently zoned E1 land at Jamberoo by increasing the height limit above 8.5 metres and allowing larger floor areas is necessary to support greater development viability. Improved public domain and creating places for residents and visitors to meet will enhance and support activation and additional spend. A master plan study to create a community "heart" and focal point for Jamberoo together with public realm improvements, to facilitate an additional 500sqm of floor area for retail, restaurants, would provide significant benefit and direction for landowners and investors.

Kiama Downs provides local services to the broader Kiama Downs and Minnamurra areas. Existing E1 zoned land could have increased FSR and height to foster renewal, promote mixed-use development, attract investment, and provide uplift to the area's commercial appeal.

Local centres servicing the immediate population could be developed in conjunction with future housing projects in greenfield areas. These local centres could include small- to medium-sized supermarkets, specialty retail, and hospitality premises. The placed based approach of the greenfield areas is shown in Section 2.7.

With Kiama's Local Housing Strategy identifying areas for future housing growth, it will be crucial to align this growth with the expansion of employment land to support future residents. It will be important to provide an appropriate forward land supply for commercial land and activity centre development to meet the needs of communities and bring employment opportunities closer to home.

3

Leverage the high remote working rates and improved communication technology to attract regional outposts and facilities that support remote work

One of the most significant changes to emerge from the COVID-19 pandemic was the rapid transition to a flexible workplace, with many business having moved to a hybrid model of employment. This growth in professionals working from home will drive new opportunities and demand for local services, increase local spending and see greater participation in local programs contributing to vibrancy and growth across our communities. The local trend (Section 4.1 of this report) indicates Kiama's residents being early adopters of work from home, and thus a strong component to incorporate in this Strategy.

With land availability being restricted, Kiama can benefit from focusing on industries that thrive in remote working environments. Kiama's high levels of educational attainment, skilled workforce, and limited physical space (due to topographical and ecological constraints) make it well positioned to transition towards knowledge-based sectors, such as professional, scientific, and technical services.

These sectors, which rely on a highly qualified workforce and strong internet connectivity, generally require less physical space and infrastructure compared to traditional industries. By promoting growth in these knowledge-based fields, Kiama can attract businesses that are adaptable to remote or hybrid work models. This approach not only aligns with the town's spatial limitations but also drives economic growth while efficiently utilising the available land.

Council can play a role in maximising local jobs in these professional industries and supporting the trend to work from home by supporting infrastructure roll outs that will ensure Kiama is equipped with the key infrastructure to support business growth.

In this respect, a development control plan or policy that provides further guidance and planning controls (that would be in case where development application is required, which means when home businesses exceed the Exempt and Complying Development Code businesses exceed the Exempt and Complying Development Code requirements) could Kiama should leverage the growing trend of remote work by transforming underutilised council spaces into flexible workspaces, enhancing digital infrastructure, and fostering partnerships with co-working providers to attract regional outposts and retain skilled professionals. Co-working spaces or hotdesking spaces in vacant commercial premises could attract and retain a greater number of professionals and reduce employment leakage to surrounding LGAs.

To support professional industries, ensure that the broad band and NBN is upgraded across Kiama, and monitor and liaise with NBN providers.

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4

Retain and manage industrial lands to ensure continued economic viability

Industrially zoned land should be retained and managed to ensure they continue to support a diverse range of industrial and other urban service functions. It is important that the employment-centric uses associated with the industrial precincts be maintained, providing a reliable economic and employment base for the region. The NSW Industrial Lands Action Plan requires industrial land to be well located, serviced and competitive in order to create jobs, support the construction industry and drive business investment. It provides for three categories of land; with most of the industrial zoned land in Kiama LGA being locally significant. In Kiama local industrial lands serve the local catchment, are accessible and serviced.

According to the ELDM Kiama LGA has 19.1 ha of industrial lands, and of this 17.5 ha is developed. It is therefore important to retain existing E4 General Industrial zoned land where appropriate, and ensure its "local" industrial categorisation to support local residents within Kiama. This strategy notes that increased additional employment uses, FSR or height can support sustainable long term employment viability.

In terms of industrial land, increased productivity and the provision of more efficiencies with uses, automation or small offices etc., can be achieved by expanding the E3 zoning, increasing height and FSR in key areas such as Kiama, Gerringong, Jamberoo Street in Kiama, and Gerringong south of Belinda Street and near the railway line. The expansion of permissible uses, such as cellar doors and highway service centres in RU1 zones should also be considered to enhance flexibility. These areas are all subject to detailed technical site suitability studies.

In particular, E3 zoned land south of Jamberoo Road in Kiama, should be proposed for additional employment uses, plus changes to the planning controls to increase heights and floor space ratio to provide an incentive for local facilities. The site is well suited for employment due to its highly accessible with a direct link into Kiama CBD.

Ongoing residential expansion, as identified in the Local Housing Strategy and future population projections for the LGA, will inevitably create the potential conditions for land use conflict between residential and industrial and this will need to be managed accordingly.

Early planning will help ensure an appropriate separation of uses, thereby guaranteeing future investment certainty for major industries and the efficiency of their operations. Likewise, setting clear expectations for industry and residential areas, can ensure a balanced approach.

The operational needs of industrial land should also be considered. Functions like warehousing, storage units, and distribution centres may have low levels of employment yet their function is critical in serving business and consumer networks. Last mile uses within industrial land and other low generating uses can minimise conflicts.

Criteria to evaluate increased employment uses for land can include securing retention of the employment uses and additional uses, boosting economic activity to support current and future industries, encouraging innovation, the use services population needs, provides business certainty.

5

Expand new employment land in greenfield growth areas.

Securing a pipeline of employment land is important for attracting new businesses to the area, providing a diversity of jobs for local residents, reducing commute times and maintaining the affordability of rents and land value. Jobs in industrial precincts is expected to increase by an additional 330 jobs by 2044. A portion of this growth is expected to be directed towards Kiama's existing employment precincts. However, to meet future demand, there is a need to explore additional industrial and business-zoned land in locations with good transport connection and minimal constraints.

Providing employment sites that offer easy main road access and ample space for parking and storage may attract storage, distribution, and transportation related development.

New Industrial land associated with greenfield/expansion areas are identified in Section 2.7.

In addition to the future industrial land proposed in this strategy, the upcoming Rural Lands Strategy will consider the suitability of additional land for employment purposes and where appropriate, this will be included in a future review of the Employment Lands Strategy.

6

Build resilience by taking advantage of regional and state investments, growth industries, and by strengthening connections with surrounding employment lands.

Considering Kiama's heavy reliance on seasonal tourism, there's an opportunity to strengthen the local economy by diversifying into clean industries, allied health, agritourism and complementary services linked to nearby regional developments. Potential areas for growth include connections to projects like the hydrogen hub, the new Shellharbour marina, and the Shellharbour Hospital development. Additionally, Kiama can benefit from larger state initiatives such as the neighbouring Illawarra Renewable Energy Zone (REZ), as well as the proposed Illawarra offshore wind area.

Capitalising on these developments by promoting complementary services and business offerings will create new jobs and foster economic resilience beyond tourism. In preparing for the future and responding to increased investment in renewables in the region, it will be important for Kiama to ensure that the land use setting supports innovation, new mobility technologies and a low emissions future.

7

Promote economic partnerships to support Kiama's growth.

For Kiama, fostering economic partnerships will be essential to increasing regional competitiveness. While Kiama itself may not be able to support all the major services and facilities found in larger urban areas, such as large shopping centres, major hardware stores, or movie theatres, strategic collaborations with adjoining LGAs can help bridge these gaps. By working closely with regional partners, Kiama LGA can gain access to essential services, infrastructure and economic opportunities that may not be feasible within its own boundaries.

The development of the new Shellharbour hospital, for example, represents a significant opportunity for Kiama, not just in terms of health service delivery, but also through the creation of employment opportunities. Partnership could result in a satellite within Kiama's CBD providing health services for the community. Similarly, the availability of industrial land at Port Kembla and Unanderra can complement Kiama's growing economy by enabling cross-boundary synergies. These partnerships allow Kiama to support regional industrial needs without having to accommodate all future industrial land requirements solely within the LGA.

Additionally, encouraging alliances between local industries and educational institutions, such as the University of Wollongong or TAFE NSW, can stimulate the development of new industries and technologies in areas like agriculture, clean energy and renewables.

This will not only diversify the employment base in Kiama but also increase the skill levels of its workforce, ensuring that local residents remain competitive. Building and maintaining partnerships with key industries such as construction, manufacturing, and trade is also essential for long-term economic resilience, while collaborating with government agencies and regional development bodies will ensure that Kiama's economic strategy remains aligned with regional priorities.



Image: Local business in Manning Street, Kiama

Section 4 - Actions

4.1 Implementation

This section outlines an Implementation Plan to realise the priorities and actions of the Strategy and guide its delivery. For each action, the Implementation Plan indicates Council's role, partners for collaboration, and the priority of the action.

To understand the Implementation Plan we provide the following explanation of meaning:

Council's role

Council will play different roles in the implementation of this Strategy. These will vary between the roles of Planner, Advocate, Collaborator, Deliverer, Facilitator/Educator and Regulator. A description of these various roles is provided below.

- **Lead:** Undertake and manage the completion of the action
- **Advocate:** representing community needs and interests to Commonwealth and State Governments and to the private sector
- **Collaborate** and partner: working closely with businesses, industry, developers, investors, government departments and agencies and peak bodies
- **Deliverer:** coordinating delivery of community facility, service, works or products
- **Facilitator/Educator:** providing information to prospective investors, businesses and interest group
- **Regulate:** ensuring that employment land meets urban planning, building and public health regulations and expectations.

Partners for collaboration

Council will have a range of potential partners for collaboration in delivering the Strategy. These include, but are not limited to:

- AusIndustry: program within Federal Department of Industry, Science and Resources
- DPHI: NSW Department of Planning, Housing and Infrastructure
- DPIRD: NSW Department of Primary Industries and Regional Development
- The Illawarra Shoalhaven Joint Organisation
- Shellharbour Hospital
- Universities – e.g. University of Wollongong
- Service providers: public and private infrastructure providers
- Private sector: businesses and landowners
- TfNSW: Transport for NSW
- Adjacent councils

Priority

Actions have been prioritised into short, medium and long term, or ongoing (to be completed over the lifetime of the Strategy). Priorities should be periodically reviewed and reassessed in line with available budgets, resources and funding opportunities. Priorities are defined below.

- **Short:** action to occur over the next 1-2 years
- **Medium:** action to occur over the next 2-4 years
- **Long:** action to occur over the next 5+ years
- **Ongoing:** action to be undertaken on an ongoing basis.

4.2 Action Plan

Table 21: Action and implementation plan

No.	Action	Council's role	Timeframe
Priority 1 - Promote the Kiama CBD as the primary employment and activity centre that supports tourism, hospitality, professional services, retail, commercial and accommodation.			
1	Accommodate the future retail growth within the CBD to service locals and tourists: - Review the Kiama Town Centre Master Plan to increase height and floor space ratios within the E1 zoned land. Incentives could be provided if lot amalgamation occurs to land area of up to 1,500sqm to retain the character of Kiama, but facilitate growth. The Kiama CBD Chapter of the DCP will then also need to be updated. - Review development controls for ground floor retail in mixed-used developments to provide flexible spaces to change over time. - Focus on ground-level activation, especially along Manning Street and provide incentives for activation to occur. - Investigate amendments of the Kiama Local Environmental Plan 2011 for the inclusion of artisan food and drink industries and/or creative industries development, as a use with consent, within the E1 zoned land and to promote the unique characteristics and employment opportunities of the individual precincts of the Town Centre. - Investigate opportunities to encourage non-residential along Terralong Street (between Collins and Shoalhaven Streets) including the use of an E2 Commercial Centre zone and minimum GFA requirements for the non-residential components of shop top housing developments.	Lead	Medium Ongoing
2	Accommodate the future commercial growth within the CBD to service locals, businesses and tourist. Support the development of a start-up hub with commercial space in the Kiama CBD to enable people working from home to meet and liaise within the CBD, and link to other small businesses.	Lead Advocate Collaborate	Ongoing
3	Support tourism opportunities within the CBD: Prepare a Night-time Economy Strategy for the Kiama LGA to identify and support opportunities for growth in after-dark economy.	Lead Collaborate	Short - Medium

	Use the Night-time Economy Strategy to inform a trial Special Entertainment Precinct within the Kiama CBD, and amendments to planning controls in Council's Development Control Plan to support vibrancy of the CBD.		
Priority 2 - Expand retail and commercial local neighbourhoods within the Kiama LGA			
4	Prepare a Visitor Economy Strategy to guide the future of tourism, events and visitor experiences across the Kiama LGA, with a focus on year-round visitation, business sustainability, and distributing visitor activity across the LGA.	Lead Collaborate	Short - medium
5	Accommodate part of the future retail and commercial growth in local centres (outside Kiama CBD): - Develop a masterplan for the Gerringong strategic centre to accommodate the growth of 1,000sqm GFA of retail and 800sqm of commercial/non retail floor area. This involves increasing FSR and heights in some areas of the local centre to facilitate viable development. - Develop a masterplan of the Jamberoo village centre to accommodate support renewal with the opportunity to create enhanced public realm and cater for around 500sqm of retail uses. This involves increasing FSR and heights in some areas to facilitate viable development. The DCP Chapter 12 will then need to be updated. - Investigate opportunities for employment lands in areas such as Kiama Heights. - Investigate amendments to FSR and height controls in existing employment areas to ensure existing areas are able to provide sufficient local services into the future.	Lead	Medium
6	Accommodate the future retail and commercial growth within local centres in proposed greenfield areas: - Provide for an appropriate FSR and height controls in designated retail and commercial zones to ensure successful vibrant centres and enable the centre to be staged to accommodate the growth over time. - Rezoned land in South Kiama to accommodate a new village centre with retail lands (E1 Zone), as well as amend Chapter 12 of the Kiama DCP. - Implement infrastructure upgrades necessary to support new retail and commercial developments, such as improved roads and parking facilities. - Partnership with key state agencies to plan the future redevelopment of the Kiama Urban Expansion Area ensuring that the necessary lands as identified by this strategy are appropriately zoned.	Lead Collaborate	Short - Medium

7	As part of reviewing the LEP and DCP, ensure appropriate employment zoning for existing and future employment generating activities including hotel accommodation, recreation facilities and caravan parks.	Lead	Medium
8	Work with NSW state government agencies to identify surplus land that may be suitable for employment uses.	Lead Collaborate	Short - medium
Priority 3 – Leverage the high remote working rates and improved communication technology to attract regional outposts and facilities that support remote work.			
9	Update the planning framework to support working from home by developing guidelines within the DCP to provide certainty for small business on aspects to consider or provide, over and above exempt and complying requirements. Facilitate a small business hub within the CBD to enable people working from home to meet and liaise within the CBD, and link to other small businesses.	Lead	Ongoing
10	Use underutilised council or private sector commercial space for flexible working space and business support: Retrofit existing council-owned spaces to accommodate flexible work environments and provide additional services within commercial space to attract and retain highly skilled workers in the LGA	Lead Collaborate	Short - medium
Priority 4 – Retain and manage industrial lands to ensure continued economic viability			
11	Retain and enhance existing industrial zoned land: - Review the permissibility of land uses in employment precincts and develop policy guidelines and criteria to manage conflicts in E3 and E4 lands. This could be included into the Kiama DCP. - Review the permitted and prohibited uses in the E3 and E4 zones noting the current anomalies with these zones. - Investigate and provide uplift to floor space ratio and heights in E3 and E4 lands. - Investigate the barriers and opportunities to activating undeveloped land. - Review the Kiama DCP car parking requirements for industrial land. - Review the current SP2 zoning of the Minnamurra Waste Depot and consider rezoning this to E4 to ensure there is no net loss of industrial land.	Lead	Medium
Priority 5 – Expand new industrial and commercial land in greenfield growth areas			
12	Ensure industrial and commercial land is provided in greenfield areas:	Lead	Ongoing

	- Structure Plans and Planning Proposals include new employment lands in accordance with Section 2.9 of this Strategy. - Council will actively monitor and analyse the supply and take-up of employment land and adjust infrastructure delivery and planning accordingly using an employment land monitor. - Following the preparation of a Rural Lands Strategy, consider the suitability of additional land for employment purposes for inclusion in a future review of the Employment Lands Strategy.	Facilitate	
Priority 6 – Build resilience by taking advantage of regional and state investments, growth industries, and by strengthening connections with surrounding employment lands			
13	Leverage regional and state economic initiatives, emerging industry opportunities, and local employment networks to strengthen economic resilience: - Encourage developers to incorporate new energy technology in the development of new business parks and new commercial areas. Planning incentives may be included in local planning controls to encourage the outcome. - Maintain an up-to-date understanding of clean energy technologies and how these might be integrated into Kiama's industrial and commercial areas. - Create opportunity to expand key industry clusters by partnering with universities to foster collaboration and attraction of new high value industry and to enhance existing industry. - Explore industrial opportunities related to renewable energy and consider opportunities for manufacturing and recycling related to solar, wind, and hydrogen energy projects occurring in the LGA and elsewhere in its surrounding region. - Explore synergies with universities to develop training and education programs targeted to local industries. - Review the format and land use needs of emerging regional growth industries and projects to ensure adequate employment land is planned for.	Advocate Collaborate Facilitate	Ongoing
Priority 7 – Promote economic partnerships to support Kiama's growth			
14	Foster collaborative economic partnerships by leveraging regional infrastructure projects, collaborating with local industries, and engaging educational institutions to enhance competitiveness and create sustainable growth opportunities: - Identify and prioritize key regional infrastructure projects with the potential for partnership. - Engage with University of Wollongong and TAFE NSW to identify key industry skills gaps - Facilitate networking events within Kiama CBD to connect Kiama's businesses with regional suppliers and contractors	Advocate Collaborate Facilitate	Ongoing

4.3 Monitoring and review

Council will establish regular monitoring and reporting to inform a review of this Strategy. This will include at a minimum:

- annual reviews of employment land delivery and supply against the implementation and delivery plan to ensure that the local housing strategy and this employment land strategy are meeting the needs of the growing population and delivering the Strategy objectives in a timely manner.
- five yearly reviews of the evidence base of employment lands and floor area against the broader aims of district and regional plans to ensure that the Strategy is aligned with the needs
- ten-year review of the Strategy to ensure the 20-year vision statement, the evidence base and the strategic and planning contexts are aligned with the goals of the community the broader aims of district and regional plans, and the Strategy implementation and delivery plan

The actions of this Strategy will be integrated into Council's Delivery Programs and Operational Plans. Half yearly status reports of these Programs and Plans are provided.



Image: Jamberoo General Store

Contact us

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Office Hours

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11 Manning Street Kiama

open 8.45 am to 4.15 pm

Monday to Friday (excluding public holidays)



KIAMA MUNICIPAL COUNCIL
your council. your community

PETITION

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Name	Address	Signature
Rathleen Gaffney		
CHRISTA MUNNS		
James CROOK		
Susan Trotman		
Judith Watson		
Keith Watson		
Jordan Gaffney		
Kent Larkin		
Taj Larkin		
Isabel Thompson		
Vivienne LARKIN		

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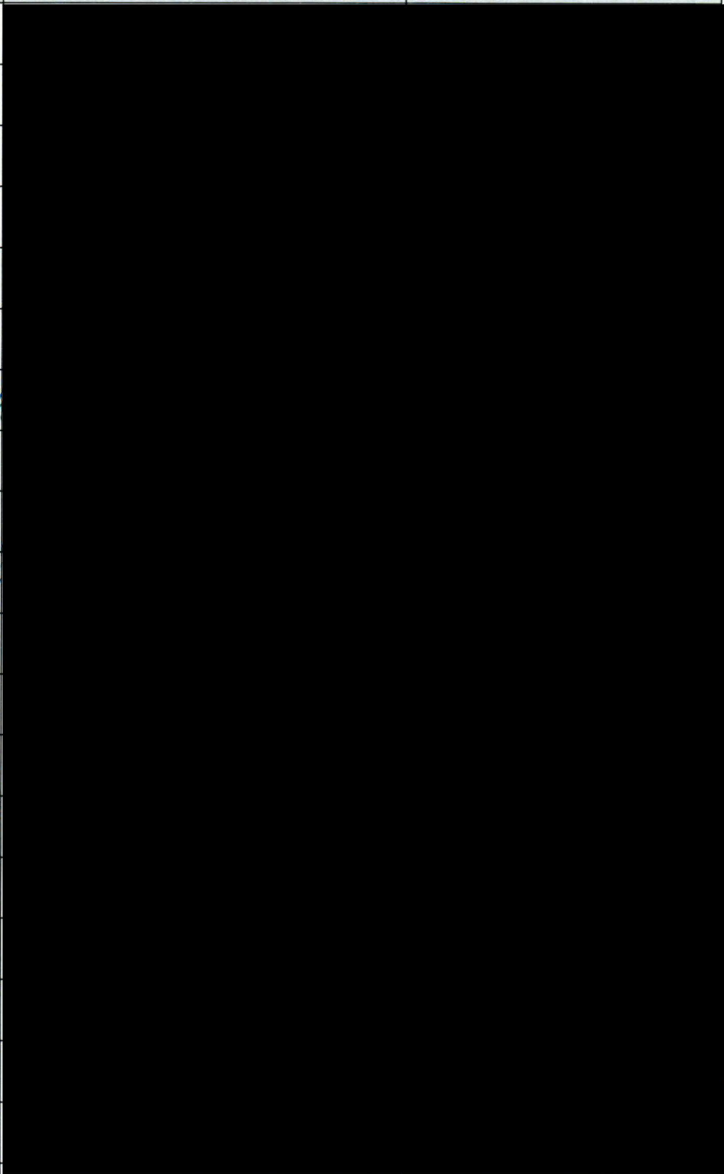
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Paul Erokhin		
Vanessa Anderson		
Carmen Ganci		
Iain Pedersen		
Vesela Popkova		
CHRISTINA SIDOR		
RAYMOND LOWE		
David Hart		
Andy Winfield		
Hugh Capes.		

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Kylie Evison		
Ellis Gentle		
Jackie O'Hare		
T. HALL		
Nadia S-mkh		
Jasmine Doro-Pezslo		
Alana Brannock		
Denise Cavanagh		
Paul Cavanagh		
Brock Marshall		
Marie-France Roy		
Rachel Jackson		
Hope Phokhim		
Sara Dwyer		
Jan Lyell		
Jan Cluney		
GARY RYAN		
WINA CHYTRA		
B. Radic		

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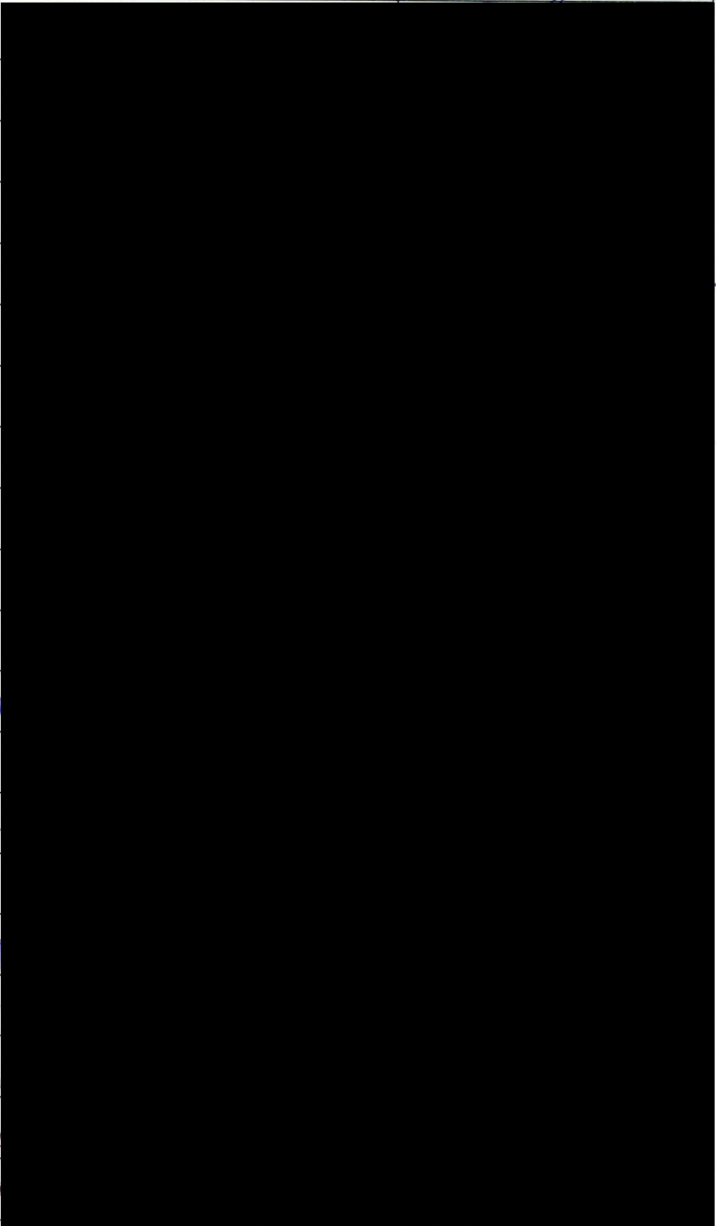
Name	Address	Signature
John Cronin		
Odette de la Vega		
Don Moss		
GREG BOWIE		
DEBORAH MEINIES		
Ben Garnera		
Melinda Garnera		
Matthew Urquhart		
Emerald Bole		
Marc McCallum		

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Name	Address	Signature
Zachary Epstein		
Ian Gilbertson OAM		
Kevin Rosa		
Dan DeDomenice		
MARK BOOTH		
JULIA PAYNE		
Milly Wall		
Eva Booth		
PoA Vilarrubi		
Serang ROGERS		
Freya Flanagan		
Reed Palmer		
Lex Metcalfe		
Kim Wilson		
Janet Fingleton		
Rebecca Smith		
Tanya Mann		
LEN GILLARD		
CAROL PROBERT		
GERALDINE SPENCER		

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Name	Address	Signature
J Datto		
DON SPENCE.		
DOUG GROMPS		
MARG LIVAUES		
Adette de la Vega		
Duncan Samra		
R Lancaster		
Damien Rock		

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Name	Address	Signature
B. MACILIE		
A. HALBERT		
S. WICKS		
B. PARKER		
P. WILKINSON		
G. GEORGE		
H. WICKS		
D. WICKS		
L. DAVIDSON		
J. Nolan		

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Anne Ryfherdt		

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SHERYL PENFOLD

GRAHAM PENFOLD

Aileen Crutten-Smith

JOHN IFFLAND

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Name	Address	Signature
Rosie LLOYD		
Rachel Hynes		
Mardi Stone		
Olivia Hennessy		
Mikyla Stone		
Peter Lane		
Owen Cooper		
Joel Hentunen		
Sharon BARNES		
S Vernham		

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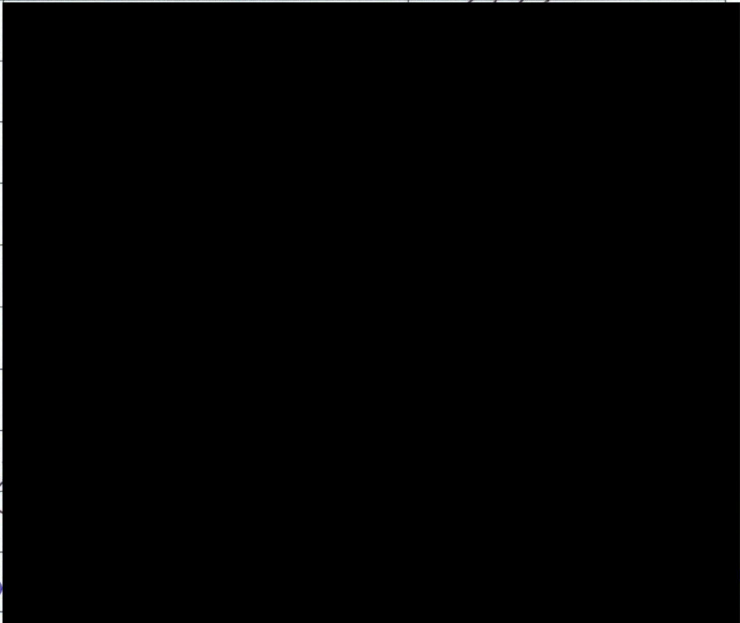
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A. Smith		
P. H. H.		
R. Cooper		
T. Hamblen		
S. Hamblen		
G. FAIRBAIRN		
J. Kelsall		
R. FLORANCE		
Jan GUTH		
J. Regan		

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JACK FLANAGAN		
WR BARBOUR		
JOHN DOWNTON		
Margaret Burke		
Joy Fullagar		
Geoff Webb		
Robyn Sharp		
Jeff McCarthy		
A.K. McCarley		
STEPHANIE KEMP		

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Name	Address	Signature
Kylie Burgess		
ANDREW MCNEIL		
Vanessa Anderson		
Carmen Moore		
Hape Erokhin		
Myka Knight		
Byron Knight		
Lila Heaton		

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Name	Address	Signature
Fiona Croft		
MARK TROLLOPE		
Finian croft-Trollope		
Ella Croft		
Naomi Croft		
SANDRA ROSS		
Sara Dwyer		
LYN ROSS		
Shona Redmile		
Libby Matthews		

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Gayle Bothwell		
Cameron Bothwell		

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Brings to the attention of the Council the opposition by constituents of the Municipality to the inclusion of 5 Sims Road GERRINGONG (Lot 40 DP 1230679) into the Employment Lands Strategy because (1) previous applications to amend the Kiama Local Environmental Plan (LEP) 2011 to incorporate these lands have already been refused by the Department of Planning Industry & Environment, (2) the land was not considered suitable for inclusion by the consultants who prepared the draft Strategy and (3) for other environmental and aesthetic reasons.

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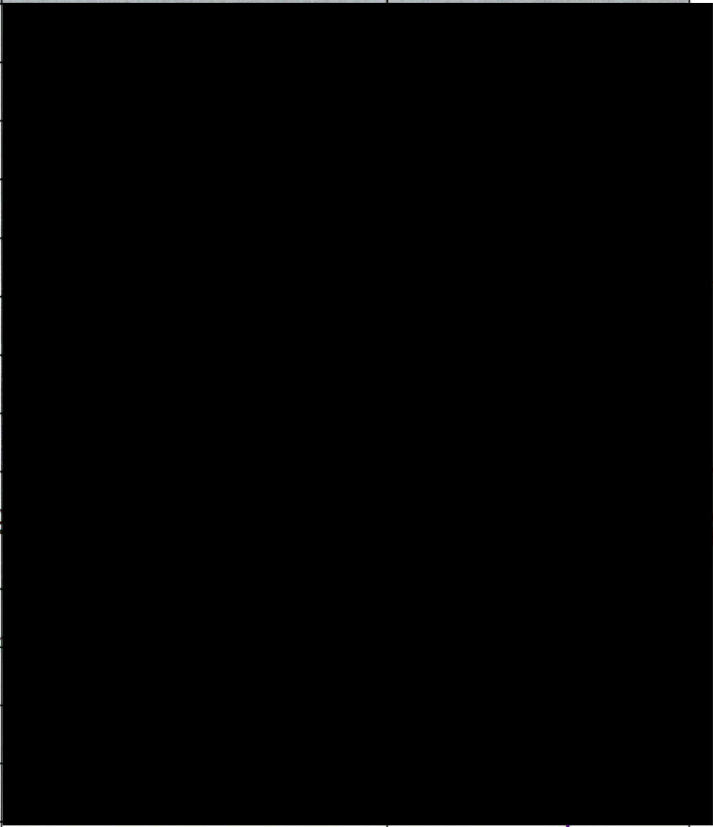
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Name	Address	Signature
Bernadette Murphy		
Vicki Hindmarsh		
Wesley Hindmarsh		
Ellen Mystegnis		

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Name	Address	Signature
Monica Dickey		
Jaimi Murphy		
Shane Nelson		
DANIEL RASINS		
Mark Gavin		
Kelsey Callan		
JOSHUA CALLAN		
Karen Pasfield		
Stephen Pasfield		
Ashley Coulton		
Finian Croft Hollo		
Ariel Farrell-Lyons		
Piper Latla		
ANGIE LLOYD		

PETITION

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This Petition of the residents of the Kiama Municipal Council:

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Name	Address	Signature
JULIAN VOORWINDEH		
TRUDI VOORWINDEH		
Sarah Perkins		
JOAN YOUNG		
DEAN BATHWELL		
SUE BLANCHFIELD		
KIM MILLER		
Colleen Lancy		
MERELYN PEARCE		
JOE MCCARTHY		

PETITION

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Name	Address	Signature
JANET NELSON		
JAMES NELSON		
RAND BARRY		
TONY NASSO		
MICHAEL NASSO		
PAT NASSO		
WILLIAM FOLDER		
JANICE FOLDER		

PETITION

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Name	Address	Signature
ANNE WHATHAM		
BRIAN WHATMAN		
SUZANNE PIPPARD		
LEE PIPPARD		
CHRISTINE SLOAN		
R SLOAN		
ADRIEL BAUDY		
ANNA BIRNLECOMBE		

PETITION

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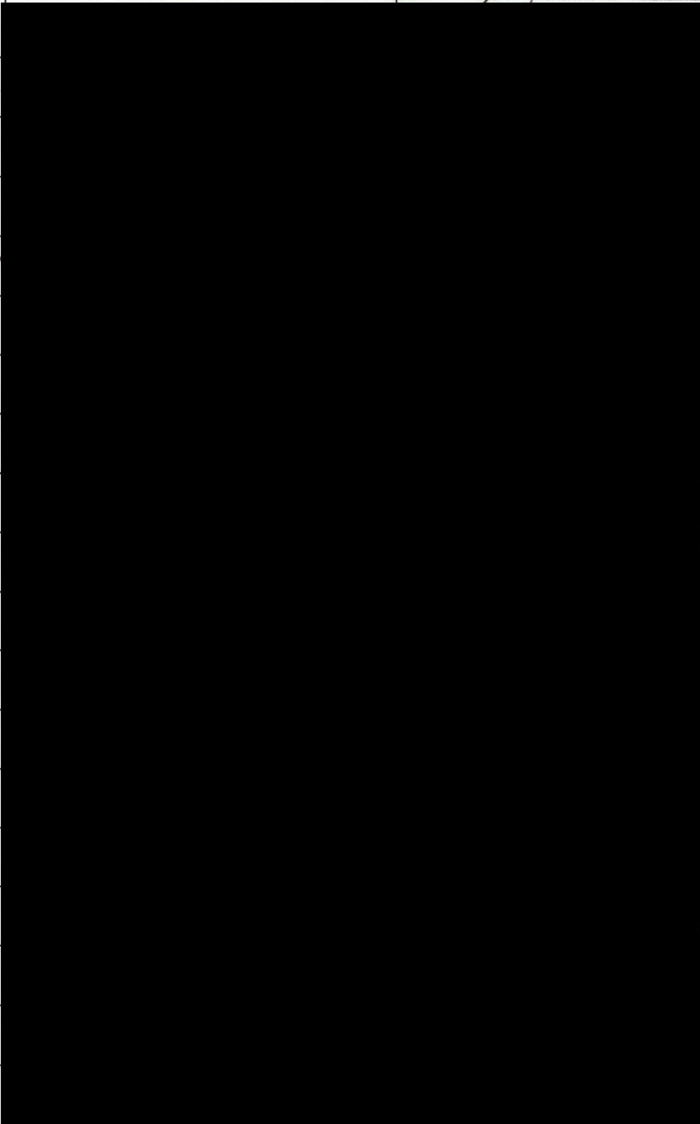
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Name	Address	Signature
DONNA DONLON		
Ken Donlon		
Sue Thomas		
Jamere Naylor		
Mike Naylor		

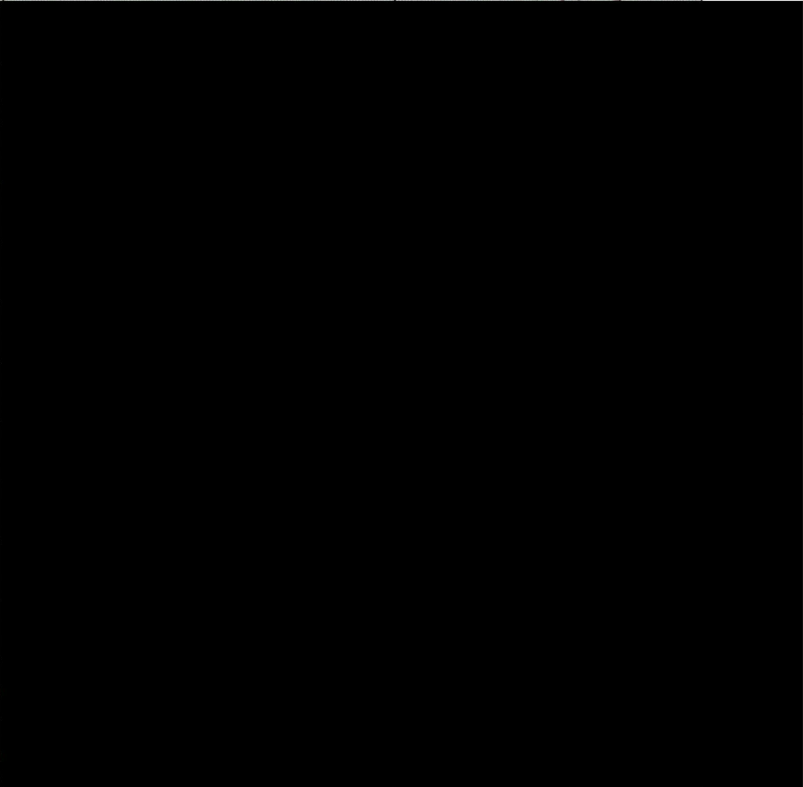
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Name	Address	Signature
TED M'GINNESS		
RICK POWELL		
RICHARD DOWNS		
GEOFF ROWLY		
D DOWNTON		
W Partridge		
Martin		
GARY BORDARD		
GA Romsay		
MAH Dwyer		
C. Stearn		
C. SIVITER		
B. SIVITER		
E. Gypio		
L. Nickless		
B M'Ginness		
S Wills		
G. Hand		
S. Pann		

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Name	Address	Signature
B. Moore		
Geoff McFadden		
Emily Breasler		
Heather		
B G FERGUSON		
P McBEATH		
R. STATHAM		
G. MANN		
M. Lovell		
N. Honisch		
D. Murray		
ERHAN WILKINSON		
R. BURNETT		

PETITION

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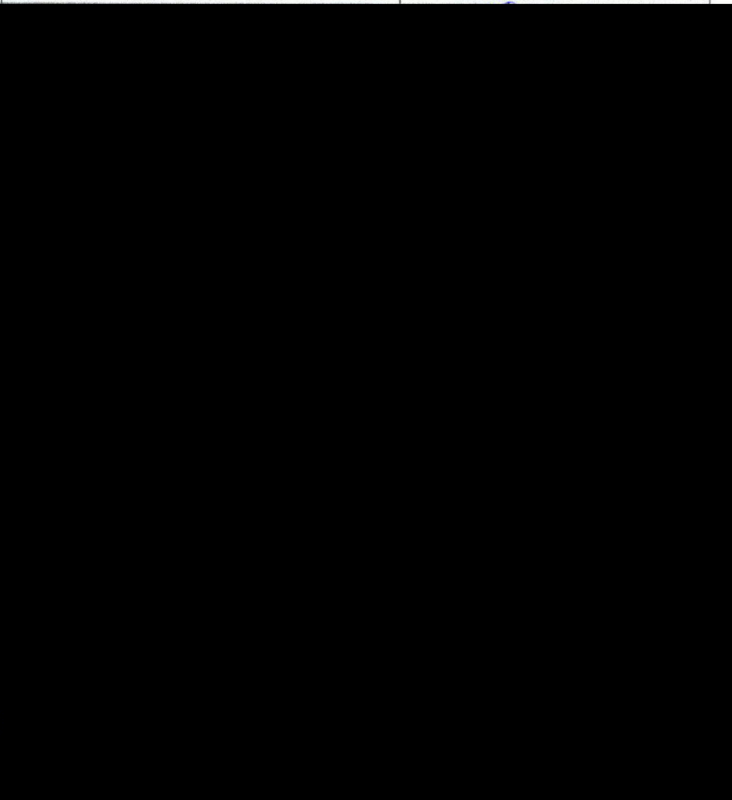
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Name	Address	Signature
Genevieve Dennis		
Stephen Dennis		
Aidan Dennis		
Jo Donaghy		
Sophie Dennis		
Liam Dennis		
BRIAN RICHARDS		
Carolyn McNally		

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Name	Address	Signature
Angeline Lopez		
Kara Hinkley		
Marg O'Nains		
Nikita Claver		
Bruce Macdonald		
Blair Macdonald		
Karl Lemenkuehler		
Jason Killey		
Darlene Allen		
Grant Hahn		
Cathy Vaquera		
Karolina Josevski		
STANLEY R. PARK		

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Name	Address	Signature
Brodie Sargent		
Jade Peachman		
Bianca Atanasovski		
KAYLENE FITZGERALD		
Sanvis Flegg		
Kathryn Oborne		
Toby Moffat		
Guy Sinclair		
Alana Wilson		
Lauren Hindmarsh		
Melanie Park		

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Name	Address	Signature
GREG BOWIE		
HOWARD R JONES		
JULIET DINGLE		
JANET MAYER		
Catherine Ireland		
DEBRA MOORE		
Andrew Rishi		

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Name	Address	Signature
CHRIS CASSIDY		
JANETTE CASSIDY		
WARREN HOLDER		
Karen Holder		
Nicci Holder		
LINDA BRAZIER		
Stephen Brazier		
Jaime Coelho		
LYN SHIELS		

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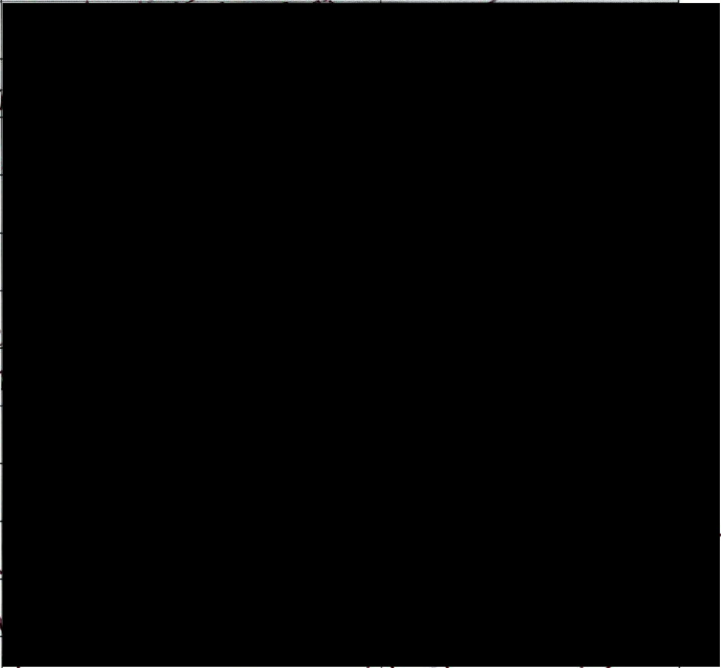
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Name	Address	Signature
CHRISTIAAN VAN ZANEN		
MARCUS TESTANI		
MARGARET LESTER		
BRONWYN DORSETT		
Wayne Dorsett		
Sarah Perkins		

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Name	Address	Signature
CRAIG DAVIS		
BERNADETTE BLACK		
Jeffrey Black		
Babs Simmons		
Sue LeCarpentier		
JOHN LE CARPENTIER		
Ade line Erskine		
Andrew Erskine		
CRAIG M'DONALD		
R AEWYN THOMSON		
Anne O'Donoghue		

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Name	Address	Signature
DIANE CAHILL		
Bronwyn Lloyd		

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Name	Address	Signature
SOL PAANS		
Shelly Salmon		

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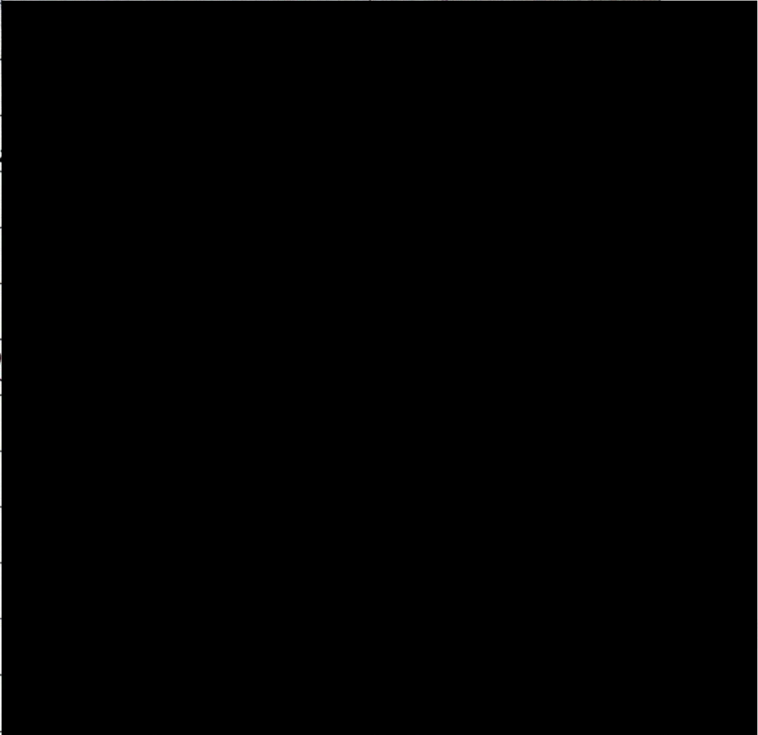
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Name	Address	Signature
Cory Murphy		
Bob Jeffrey		
Cinzia White		
Lauren Henir		
Alicia Kite		
Reland Wether		
Lochardner		
B Charlier		
Gabrielle OWENS		
MAL LAMBERT		

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Name	Address	Signature
S. Hamblen		
Bonnie Swane		
BRUCIE SWANE		
LEANNIE PUGH		
ROGER ALLAN		
KATHYAN LOVRIC		
JEFFREY LESTER		
Martin West		
Avron Inwood		
Kate Roberts		
DAN BALDING		
LM von Batenburg		
Tim Withers		

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Craig Bolles		
Angus Bolles		
Penelope Bolles		

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J Thabund		

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Name	Address	Signature
Keith LESTER		
Jakob Jenkins		
Will Jenkins		

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Bronwyn Dorsett		
Wayne Dorsett		

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Name	Address	Signature
Jo Bolan		
Bronte Herft		
Emma Waters		
Jahnava Taylor		
Arthur Vlahos		
John Mandibar		
McGowan		
R. Raynes		
C. McDonald		
R. Howland		

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Name	Address	Signature
A Howland		
C Christensen		
J Bribosia		
M Scanlan		
K Russell		
S. Payne		
I. Payne		
D Pearce		
K. Neil		
M. George		

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Terry KIRKPATRICK		