

# 44-76 Simcock Avenue, Spotswood

## *Economic Benefit Assessment*

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July 2026

Prepared for GreenSquareDC

# Acknowledgement of Country

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Urbis acknowledges the Traditional Custodians of the lands we operate on.

We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

*The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.*

Urbis is committed to incorporating our respect for First Nations cultures, peoples and storytelling in our work across the Country. We are proud to have partnered with Darug Nation artist, **Hayley Pigram**, and to profile her artwork – **Sacred River Dreaming**.

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# Introduction

Urbis has been engaged by GreenSquareDC to assess the economic benefits associated with the proposed Spotswood data centre development at 44-76 Simcock Avenue, Spotswood. This report accompanies a planning permit application through the Development Facilitation Program (DFP). The assessment relates to all 10 stages of the project.

The analysis combines Urbis' in-house expertise with data from the REMPLAN modelling tool to quantify the potential employment and economic benefits generated by the development. These benefits will accrue during both the construction phase and ongoing operations. The methodology is outlined in the Appendix.

## Proposed Development

Based on information provided by the proponent, GreenSquareDC Spotswood is anticipated to deliver:

- Modern data centre facilities with a total capacity of 240 MW across 10 stages
- Approximately 123,300 sq.m of total Gross Floor Area (GFA) on a circa 211,430 sq.m site.

## Key Assumptions and Economic Impact

Construction costs and timing indicate:

- Total construction cost of \$1.47 billion excluding GST (approximately \$1.61 billion including GST)
- Construction timeframe of approximately 6 years

Economic modelling shows that during the construction phase the project will likely generate:

- 1,020 full-time equivalent (FTE) jobs per annum (420 direct, 600 indirect)
- \$175m in gross value added (GVA) per annum (\$175 million direct, \$100 million indirect)

Once operational, the facility is projected to deliver each year:

- 200 ongoing FTE jobs (130 direct, 70 indirect)
- \$35 million in total annual gross value-added (\$20 million direct, \$15 million indirect)



# Key Findings

The proposed data centre in Spotswood will deliver significant economic benefits to local and regional economies through job creation and value generation during both construction and ongoing operations.

- With a total construction cost of **\$1.47 billion** (excl. GST) for all 10 stages, the project will generate significant construction-related jobs throughout its anticipated 6-year delivery timeframe.
- Construction of the proposed development will support an average of **1,020 direct and indirect full time equivalent (FTE) jobs per annum** over the construction period, including 420 direct and 600 indirect jobs.
- These jobs are estimated to generate a total of **\$175 million of annual gross value added (GVA)** to the State economy, for each year of the 6-year delivery period.
- It is estimated that the overall development will support **130 FTE direct on-site jobs on an ongoing basis across the 10 stages, at capacity** and a further **70 indirect FTE jobs** within Victoria as a result of flow-on effects.
- There will be an estimated total of **\$35 million total annual GVA (\$20 million direct & \$15 million indirect)** to the Victorian economy on an ongoing basis from the daily operation, management and maintenance of the facility.

## Development Proposal



**\$1.47 B**

Est. Construction Cost  
(excl. GST)



**6 Years**

2027 – 32  
Anticipated Construction  
Timeframe

## Significant Social & Economic Benefits

**1,020**



Total Annual FTE<sup>1</sup> Jobs  
During Construction



**200**

Total Annual Ongoing  
FTE<sup>1</sup> Jobs at Capacity



**\$175M**

Total Annual Construction  
GVA<sup>2</sup> to VIC Economy



**\$35M**

Total Annual Ongoing  
GVA<sup>2</sup> to VIC Economy

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Deliver Skilled  
Jobs in the  
Industrial sector

Diversification of  
Local Economy



Support Data Storage  
Needs for Businesses  
& Residents



Higher Taxation  
Revenue for  
Local Govt.



Public Realm  
Improvements  
& Community  
Benefits

1. FTE = Full-Time Equivalent;  
2. GVA = Gross Value Added  
Source: GreenSquareDC; REMPLAN; Urbis

# 1

# Need For Data Centres

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# 1.1 Development Context

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The proposed GreenSquare DC Spotswood data centre is strategically located to serve Melbourne's growing western region and the wider metropolitan economy.

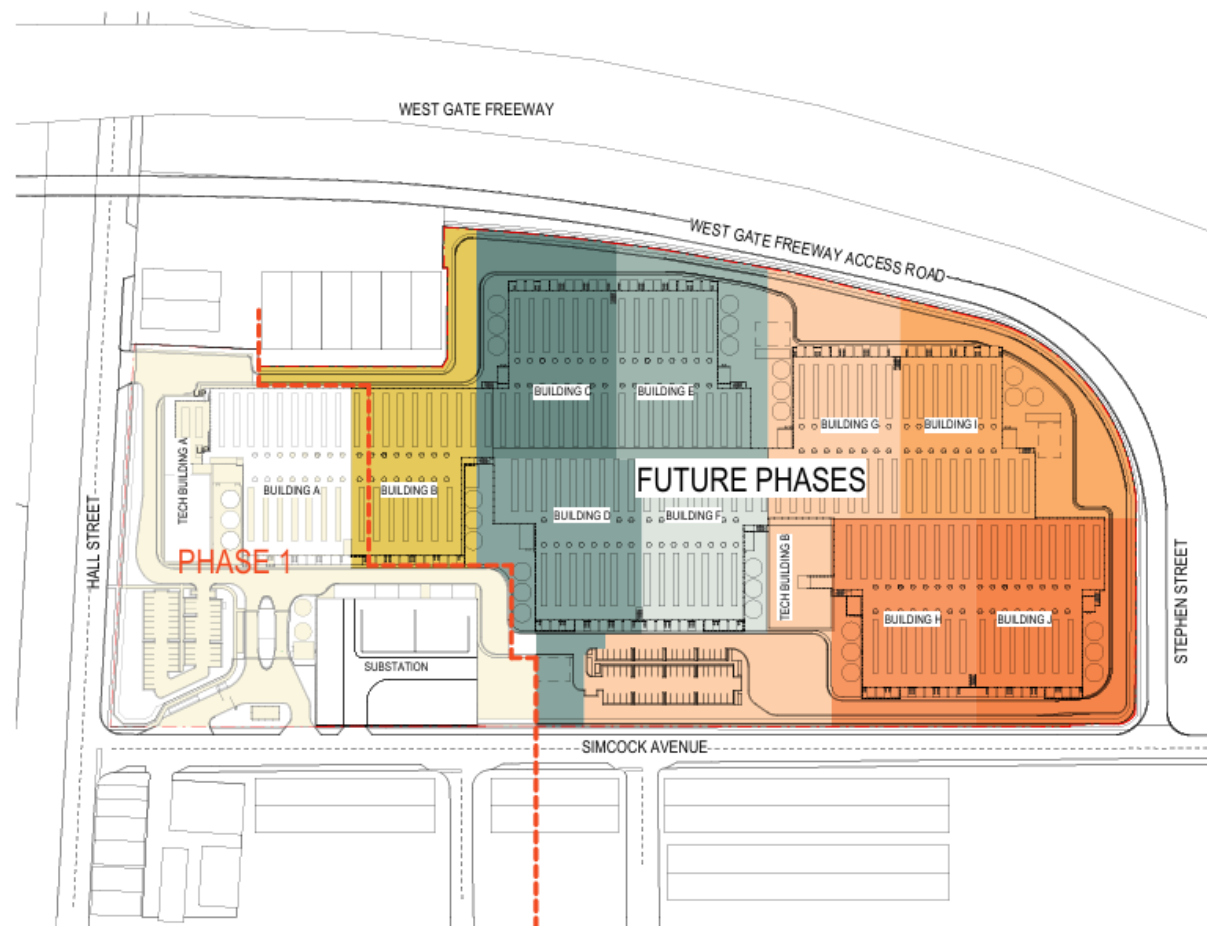
The project will deliver:

- A total of 240 MW data centre capacity across 10 stages of development
- Around 123,300 sq.m of total Gross Floor Area (GFA) on a 211,430 sq.m site
- 10x 3-storey data halls (30,200 sq.m)
- 8,000 sq.m of technical space
- 2,300 sq.m of office space
- 270 sq.m of amenities space
- Associated car parking, bicycle railing, landscaping and signage

Construction is anticipated to commence in 2027 and be completed by 2032 at a total development cost of **\$1.47 billion (excl. GST)**.

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### Proposed Staging & Site Plan



Source: Greenbox Architecture Pty Ltd, GreenSquareDC.

## 1.2 Key Trends & Demand Drivers

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Across Australia, data centres are a dynamic industry, evolving rapidly to meet the demands of a growing knowledge-based and digital economy. The key trends and demand drivers shaping this sector include:



### Need for higher capacity data centres

Rising demand from digitisation, automation, big data and AI is driving a move from smaller facilities to hyperscale data centres, often exceeding 50MW. These centres provide the scale needed to process and store vast volumes of information, supporting complex computing requirements for both the public and businesses, and placing greater demands on energy supply and infrastructure.



### Public sector as a key user of data centres

Public institutions, such as governments, health and education sectors rely heavily on data centres to securely manage and store their data. Co-location centres, allowing companies to rent space within a centre, are particularly beneficial for the public sector as they provide the robust infrastructure needed for secure, reliable data handling. By housing their servers in these third-party facilities, public institutions can achieve cost savings, scalability, and enhanced security, ensuring that sensitive information is protected and accessible.



### Rising private sector investment

As industries, from Big Tech, major financial institutions to smaller companies, invest in AI technology, the demand for high-power processing grows. The data centre sector is expanding rapidly, with projected global growth of over 18% per year for the next five years.



### Melbourne's data centre capacity lagging behind other major cities

Melbourne currently has 64 operational data centres, with an output of around 600MW\*, compared to Sydney's total capacity of about 950MW across 105 data centres. This shows that Melbourne's capacity is 350MW less than Sydney's, despite their comparable populations. Addressing this gap is crucial for supporting Melbourne's future economic growth and technological development.



### Benefits of proximity to data centres

Businesses in Melbourne's western industrial corridor would benefit from faster data transmission, improved performance, and reliable capacity from the new data centre at 44-76 Simcock Avenue, Spotswood. This will support the area's growing logistics, manufacturing, and technology industries with high computing demands.

Source: Knight Frank, CBRE, Data Centre Map, Mandala Report, Urbis.

\*Note: The 600MW figure reflects indicative "Live IT capacity" as at April 2026. There have likely been additional data centres delivered since that time that contribute to the current total of 64 facilities, and their capacity is not captured in that figure. As a result, actual current capacity is likely to be higher.

# 1.3 Need for Continued Investments in Data Centres

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Compared to major regional and global cities of comparable population/market size, Melbourne is trailing behind in data centre capacity. For context, relevant metrics for Singapore and Sydney have been presented, given their similar economic scale.

As shown in the adjacent chart,

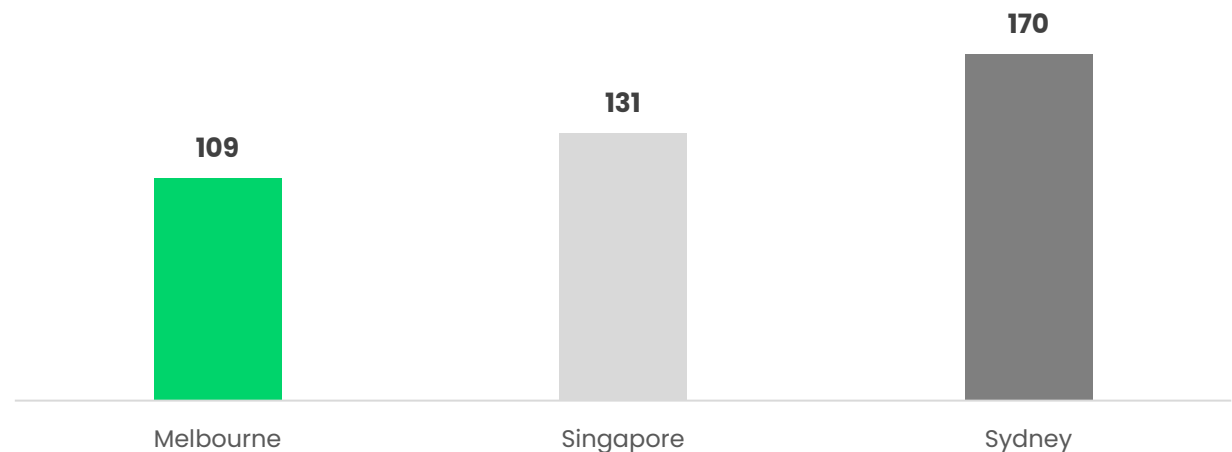
- Currently, Greater Melbourne has a total operational data centre capacity of around 600 MW, equivalent to around 109MW of capacity per 1 million residents on average.
- This compares with 131MW per 1 million residents in Singapore and 170MW in Sydney.

As an indication, to achieve Sydney's current provision level on a MW per 1 million population basis within the next five years, and based on State official population projects, Melbourne would need to add 400MW to its capacity to reach 1,000MW (170MW per 1M residents).

While there is no universal benchmark for data centre capacity provision in this fast-changing market, the provision gap is clear.

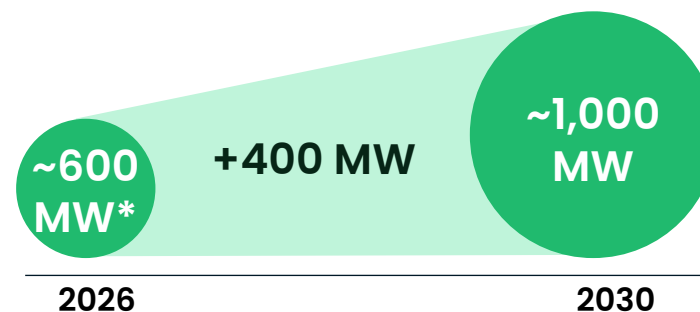
As such, **there is a need for continued investments in strengthening Melbourne's digital infrastructure capability to ensure it remains competitive as one of Australia's most important economic hubs on the global stage.**

Comparison of current data centre provision (2026, MW per 1M residents)



Source: CBRE, ABS, Urbis

Capacity uplift needed to reach Sydney's current average provision level by 2030



Source: Victoria in Future 2023, Knight Frank, CBRE, Urbis.

\*Note: The 600MW figure reflects indicative "Live IT capacity" as at April 2026. There have likely been additional data centres delivered since that time, and their capacity is not captured in that figure. As a result, actual current capacity is likely to be higher.

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# 2

## Employment & Economic Benefits

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## 2.1 Construction Phase Benefits

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The proposed development is estimated to have a total construction cost of approximately \$1.47 billion (excl. GST) for all 10 stages over an anticipated 6-year program.

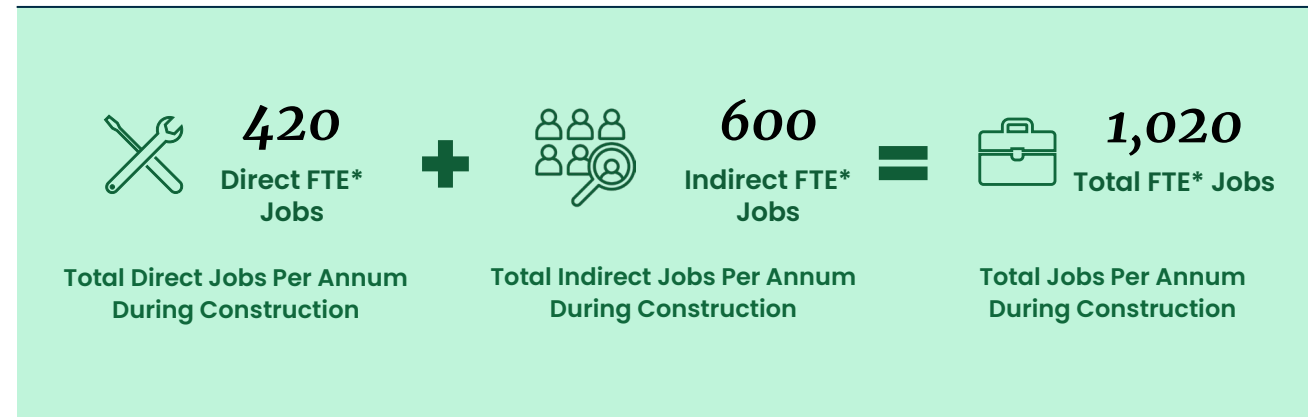
The construction phase alone is expected to generate around **420 direct full-time equivalent (FTE) jobs per annum** during the 6-year construction period, with a further **600 indirect FTE jobs per annum** supported in other industries through supply-chain activities.

These jobs are projected to contribute approximately **\$75 million in direct Gross Value Added (GVA) per annum** to the Victorian economy during the construction period, with an additional **\$100 million in indirect GVA per annum** generated through supply-chain linkages (in constant 2025 dollars, including GST).

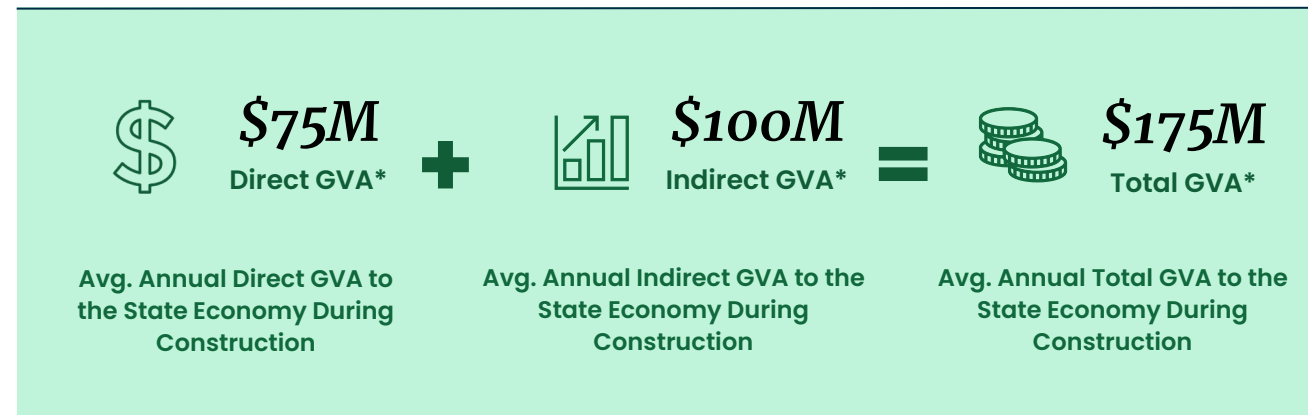
Over the 6-year construction period, the cumulative GVA generated could reach approximately \$1 billion (including GST).

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### Annual Average Full-Time Equivalent Jobs Created



### Annual Gross Value Added to the State Economy



\* FTE = Full-Time Equivalent, GVA = Gross Value Added, Indirect benefits refer to Supply Chain but not Consumption Effects. Refer to the appendices for more information.

Source: GreenSquareDC; REMPLAN; Urbis

## 2.2 Ongoing Employment & Economic Benefits

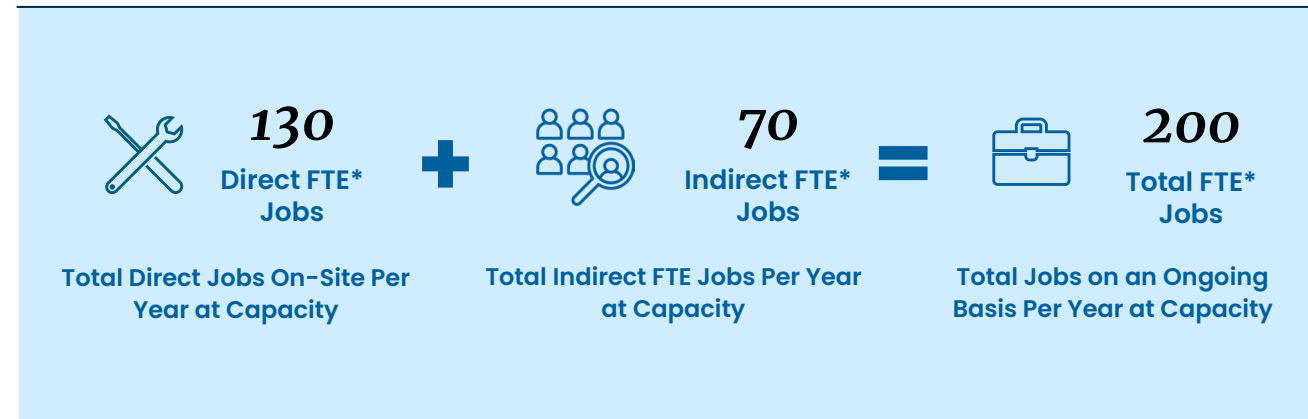
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The proposed development is expected to support around **130 direct full-time equivalent (FTE)** jobs on-site on an ongoing basis. This includes both jobs for the operation and maintenance of the facility.

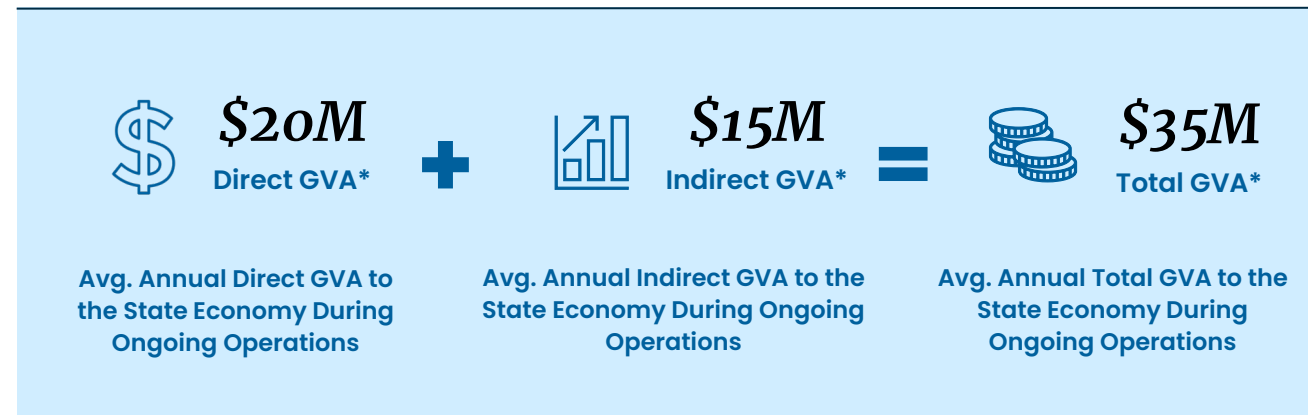
In addition, these direct jobs are estimated to generate a further **70 indirect FTE jobs** annually through flow-on economic effects.

The ongoing operation and management of the development is projected to contribute approximately **\$35 million per year in gross value added (GVA)** to the Victorian economy. This comprises **\$20 million in direct GVA and \$15 million in indirect GVA** (in constant 2025 dollars, including GST).

### Total Ongoing Jobs Supported by On-Site Operations



### Ongoing Annual Gross Value Added to the State Economy



\* FTE = Full-Time Equivalent, GVA = Gross Value Added, Indirect benefits refer to Supply Chain effects but not Consumption Effects. Refer to the appendices for more information.

Source: GreenSquareDC; REMPLAN; Urbis

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## 2.3 Sustainability Benefits

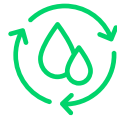
Delivering a next-generation approach to digital infrastructure is a core objective for GreenSquareDC Spotswood, which is proposed as a Green Energy and AI Hub designed to address the environmental impacts traditionally associated with data centres.

The facility is intended to operate with reduced water demand and to utilise renewable energy sources, supporting a lower-carbon operational model.

The project also seeks to minimise reliance on conventional fossil-fuel sourced diesel as a backup power source by using renewable HVO diesel coupled with battery backup sources to ensure continuous power with reduced emissions and carbon footprint.

Together, these measures represent a shift in how data centres can support growth in the State's digital economy while aligning with broader objectives for a low-carbon, resource-efficient future.

### Key Sustainability Features



Reduced water use



Renewable energy  
powered  
operations



Battery-based  
backup systems



Sustainable fuel  
alternatives

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## 2.4 Other Off-Site Effects



### Supporting high value jobs & economic growth

Data centres support employment across a diverse range of industries and create many skilled job opportunities. According to Oxford Economics research in the US, Europe and Singapore, the value of **jobs supported by data centres are around 20%–30% higher than the average wage**. These higher-wage jobs contribute to overall economic growth through increased worker spending and Gross Domestic Product (GDP) growth.



### Data centres are a more efficient solution

Without data centres, businesses relying on their on-premise servers would **consume an additional 2 TWh (tera watt-hour) of electricity annually**, equivalent to the consumption of **280,000 Australian households**. By outsourcing this service, businesses also save money by not having to establish their own infrastructure.



### Safer & more secure data protection for businesses & residents

The GreenSquareDC Spotswood data centre will be equipped with strict physical security and **government-level standards to protect sensitive data** and operations., this will be critical to supporting local businesses



### Critical support for the Melbourne rapidly growing western region

The placement of **GreenSquareDC Spotswood data centre** within Melbourne's west provides **critical digital infrastructure** to support businesses, jobs growth and a strong, diversified economy.



### Higher taxation revenue for local government

Data centres typically generate higher and more stable local tax revenue per hectare than many alternative land uses (such as warehousing or light industrial), due to their high capital value and long-term operation.



### Public realm improvements and community benefits

In addition to delivering critical digital infrastructure, the project will contribute to improvements within the surrounding public realm through substantial works-in-kind or financial contributions. These investments will enhance the amenity, functionality and long-term quality of the surrounding area, **delivering benefits for workers, residents and visitors**. This **contribution will provide lasting value beyond the site itself** and support the ongoing renewal and growth of the surrounding precinct.

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Source: Mandala Partners, Oxford Economics; Urbis.



# Appendices

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# Methodology & Definitions

## The REMPLAN methodology

Analysis presented here uses REMPLAN economic modelling to assess current and potential economic impacts. REMPLAN is an Input-Output model that captures inter-industry relationships within an economy. It can assess the area-specific direct and flow-on implications across industry sectors in terms of employment, wages and salaries, output and value-added, allowing for analysis of impacts at the State of Victoria level.

Key points regarding the workings or terminology of the model are as follows:

- REMPLAN uses either the value of investment or employment generation as the primary input. For this analysis, the value of total upfront investment has been used as the key input to assess the benefits of the construction phase.
- Outputs from the model include employment generated through the project and economic Gross Value Added (GVA) at the State level.
- Employment generated is calculated on a full-time equivalent (FTE) basis over the life of the construction phase; or in terms of the on-going operations, total on-going jobs generated.
- Gross Value Added or GVA is a measure of the value of goods and services produced in an area, industry or sector of an economy during a certain period of time. In this case, GVA represents the total economic contribution of the project.
- Both the direct and indirect benefits are modelled for employment and value added:
  - **Direct** refers to the effect felt within the industry as a result of the investment. For example, the construction phase will directly result in the creation of construction jobs.
  - **Indirect** effects are those felt within industries that supply goods to the industries directly affected.

- Economic benefits are modelled for the construction and the on-going operation phases. For both phases, the employment and value-added figures are presented on an annualised basis. Construction phase benefits accrue each year the project is under construction. On-going benefits accrue each year of operation. For projects with a development period of less than 12 months, benefits generated during that period are reported based on the original value of investment rather than on an annualised basis.
- It should be noted that the results presented in this report are estimates only based on the existing state of economic activity in the area. Due to the static nature of input-output modelling, they have the potential to overstate the actual effects. Nonetheless, the analysis still reflects the fact that employment growth will be positive for the State and the local area.
- Urbis consider that in the absence of the investment package it is unlikely that similar projects would be undertaken within the same period, and therefore the investments can be considered *additional*.

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## Definitions

**Construction cost** is the estimated investment value for the development over the anticipated delivery period, measured in constant 2025 dollars (i.e. excluding inflation) including GST.

**Gross Value Added** or **GVA** is a measure of the value of goods and services produced in an area, industry or sector of an economy during a certain period of time. In this case, GVA represents the total economic contribution of the investment. GVA is measured in constant 2024 dollar (i.e. excluding inflation) including GST.

**Full-Time Equivalent or FTE** is defined as a full-time employee who works 35 hours or more in a week, or who are employed in two or more part-time jobs and in total work more than 35 hours in a week.

# Data Tables

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## Construction Phase – Annualised Benefits (for 6 years)

| Impact Summary          | Direct Effect | Indirect Effect | Total Effect |
|-------------------------|---------------|-----------------|--------------|
| Output (\$M)            | \$270         | \$290           | \$560        |
| Employment (FTE* Jobs)  | 420           | 600             | 1,020        |
| Gross Value-added (\$M) | \$75          | \$100           | \$175        |

## Operation Phase – Annualised Benefits

| Impact Summary          | Direct Effect | Indirect Effect | Total Effect |
|-------------------------|---------------|-----------------|--------------|
| Output (\$M)            | \$45          | \$30            | \$75         |
| Employment (FTE* Jobs)  | 130           | 70              | 200          |
| Gross Value-added (\$M) | \$20          | \$15            | \$35         |

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\* FTE = Full-Time Equivalent

Source: GreenSquareDC; REMPLAN; Urbis

## Urbis staff responsible for this report were:

|              |  |
|--------------|--|
| Director     |  |
| Consultant   |  |
| Project code |  |

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