

DATA CENTER SITING STARTS OUTSIDE THE FENCE

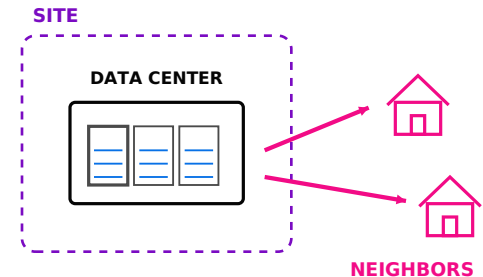
Goodman Group | Project Mars

Lane Cove, Sydney, Australia

PROPOSAL WITHDRAWN

Withdrawn 28 September 2026

The proposed A\$1.2 billion, roughly 90 MW campus sat close to homes and a school. The planning boundary could not contain the argument about its effects.



IMPACTS CROSS THE FENCE

ANALYTICAL DIAGRAM

WHAT HAPPENED

Goodman withdrew Project Mars after community opposition and changes to the regulatory environment. Residents raised concerns about noise, emissions and demands on resources. The NSW planning portal records the proposal as withdrawn. The A\$1.2 billion figure was the proposed project value; it is not a reported financial loss. [1, 2]

EARLIER MOVES WORTH TESTING

- Test the location before committing to the scale. Map homes, schools and other sensitive neighbors, then establish credible buffers and operating limits.
- Commission independent reviews of noise, emissions, power and water assumptions while the design can still change. Publish the conditions and uncertainties.
- Give reduction or relocation a real decision point. If the necessary protections cannot fit, acknowledge that before a large proposal becomes a public commitment.

THE BUSINESS LESSON

Community engagement works best when it can still change the project. A polished explanation cannot make an unsuitable relationship between scale and location disappear.

Earlier moves are our assessment of plausible risk reduction, not proof they would have changed the outcome.

SOURCES

- 1 ABC News | 28 Sep 2026
- 2 NSW Planning | Project Mars status