



# URALLA SHIRE COUNCIL VISION 2020 STATEMENT

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**In 2020, Uralla Shire community should be one which;**

- *enjoys a high quality of life,*
- *has thriving business centres,*
- *has educational and job opportunities available for people with a wide range of skills and aptitudes,*
- *has an innovative, adaptive and diverse economy,*
- *has access to good public services and relevant infrastructure,*
- *has a continuing improvement in it's socio economic status,*
- *treasures its natural and built heritage and continues to be progressive,*
- *ensures sustainability,*
- *provides security and safety for its residents,*
- *has a growing population and a sound demographic structure; and*
- *retains its own independent community-based local government authority.*

**Council's preferred future economy for the Shire will be based on the following sectors:**

<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>	<b>Quaternary</b>
<ul style="list-style-type: none"> <li>• sheep - production               <ul style="list-style-type: none"> <li>- selling</li> <li>- research</li> <li>- training</li> <li>- studs</li> </ul> </li> <li>• beef/cattle</li> <li>• mining</li> <li>• viticulture</li> <li>• orchards</li> <li>• horticulture</li> </ul>	<ul style="list-style-type: none"> <li>• foundries</li> <li>• engineering</li> <li>• manufacturing</li> <li>• construction</li> <li>• software engineering</li> <li>• viniculture</li> </ul>	<ul style="list-style-type: none"> <li>• tourism</li> <li>• retail</li> <li>• sport and recreation</li> <li>• transport</li> <li>• community services</li> <li>• residential accommodation</li> <li>• retirement and aged accommodation</li> </ul>	<ul style="list-style-type: none"> <li>• education and training</li> <li>• research and development</li> <li>• information and communication technology</li> <li>• distance marketing</li> <li>• Arts and culture</li> </ul>



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**In 2020 Uralla Shire community will have a national and international reputation for:**

- Its four seasons, pleasant climate.
- High quality physical environment.
- Its preserved natural and built heritage.
- All aspects of the wool fibre industry;
  - scientific research.
  - breeding (IVF and genetics).
  - marketing and value adding.
  - education and training.
- Beef and prime lamb production.
- Fine wine production.
- Orchards, high quality stone fruit and apples.
- Metal fabrication and moulding.
- The Satellite Tracking Station.
- Information and Communication services.
- Mining.
- Niche market tourism.
- A high quality, volunteer staffed, regional museum and Captain Thunderbolt.
- A Military Museum.
- A venue as a unique small conference centre.
- Gemstone Collection.
- A high quality library.
- Dog Agility and Working dog activities.
- Equestrian activities.



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## **To achieve this preferred future, Council will seek community support for:**

- The Vision.
- The continued development and implementation of an effective economic development strategy.
- The fostering of an innovative and entrepreneurial business culture by initiating, supporting and participating in business support structures within the Shire.
- The forming of strategic alliances, consortium and partnership arrangements with private corporations and public bodies.
- Tertiary and research institutions developing expertise in the sectors of the preferred future economies.

## **Strategies to achieve the above will be:**

- Lobbying state and federal members.
- Playing an active role in economic development.
- Supporting NIRDB and NENWACC in encouraging regional growth by implementing projects which are relevant to the New England Area.
- A cooperative working relationship with;
  - Armidale and District Chamber of Commerce
  - New England North West Business Advisory Service
  - Armidale Regional Tourism and New England North West Regional Tourism Organisation.
  - Department of Transport and Regional Services
  - New England Strategic Alliance and other Neighbouring Councils
  - New England North West Area Consultative Committee (NENWACC)
  - Northern Inland Regional Development Board (NIRDB)
  - Premier's Department
  - Department of State and Regional Development (DSRD)
  - New England Area Health Serviceto promote regional development.



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- Researching and implementing capital projects which will promote and assist economic development.
- Welcoming developers and entrepreneurs, encouraging and assisting development proponents and assisting expanding industries through the necessary approval processes.
- Exploring “Friendly Town” cooperation with metropolitan and regional cities.
- Conserving and where necessary restoring the natural and built environment.
- Exploring the potential for wind/solar power generation and alternative sources of power.
- Recognising the fact that our economy is part of a globalised economy.
- Managing the effect of sustainability within council and the shire.
- Recognising and supporting the University of New England, TAFE and CSIRO in their continuing development.
- Fostering and encouraging community leaders.
- Assisting and encouraging local industries and businesses to form cooperative working relationships through clusters, business networks and soft networks.