



## **LATE REPORTS TO COUNCIL**

**25 February 2020**

**Late Reports to Council**

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# Uralla Shire Local Strategic Planning Statement



# Acknowledgement of Country

Uralla Shire Council acknowledges the traditional custodians of the land, and pays respect to Elders past, present and future. This Plan acknowledges a strong belief amongst Aboriginal people that if we care for Country, it will care for us. This is supported by the knowledge that the health of a people and their community is reliant on a strong physical and emotional connection to place.

Conserving Aboriginal heritage and respecting the Aboriginal community's right to determine how it is identified and managed, will preserve some of the world's longest standing spiritual, historical, social and educational values. To that end, all our work seeks to uphold the idea that if we care for Country, it will care for us.

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# 1. About this Plan

The Uralla Shire Local Strategic Planning Statement (**LSPS**) plans for the Uralla community's economic, social and environmental land use needs over the next 20 years.

The Uralla Shire LSPS sets a clear line of sight between the key strategic directions of

- productivity,
- liveability,
- sustainability and
- infrastructure.

These four themes are integral to how Uralla will grow and evolve. The LSPS reflects the vision of the Uralla Community Strategic Plan 2017-2036, which was prepared following extensive community input. The LSPS is based on local characteristics and opportunities and is supported by a planning framework including the New England North West Regional Plan 2036. Alignment of the LSPS with both the Uralla Community Strategic Plan 2017-2036 and New England North West Regional Plan 2036 is addressed in Appendix B. The LSPS has also been developed to align with the Southern New England High Country Regional Economic Development Strategy 2018 – 2022.

Uralla Shire LSPS has been prepared in accordance with the requirements of Section 3.9 of the Environmental Planning and Assessment Act 1979 (refer over the page for legislative context). It will inform the development of Council's Local Environmental Plan (**LEP**) and Development Control Plan (**DCP**), broader Council policies and strategies, and the assessment of planning proposals for changes to Council's planning controls (refer to Figure 1).

The LSPS applies to the whole Uralla Shire Local Government Area (**LGA**). The Uralla Shire LSPS includes:

- A 20-year vision;
- The context of the area, having regard to economic, social and environmental matters;
- Planning priorities that guide local land use planning;
- Principles that underpin planning priorities and actions, and
- Actions we will take to help achieve the priorities implementation program.

The LSPS is a key document to guide local strategic planning in Uralla Shire. The LSPS details how the vision will be implemented, and the places activated, monitored and managed. The LSPS will be monitored and actions implemented through staging, sequencing and re-visioning with continual amendments to improve and reflect the desired change.

## Legislative context:

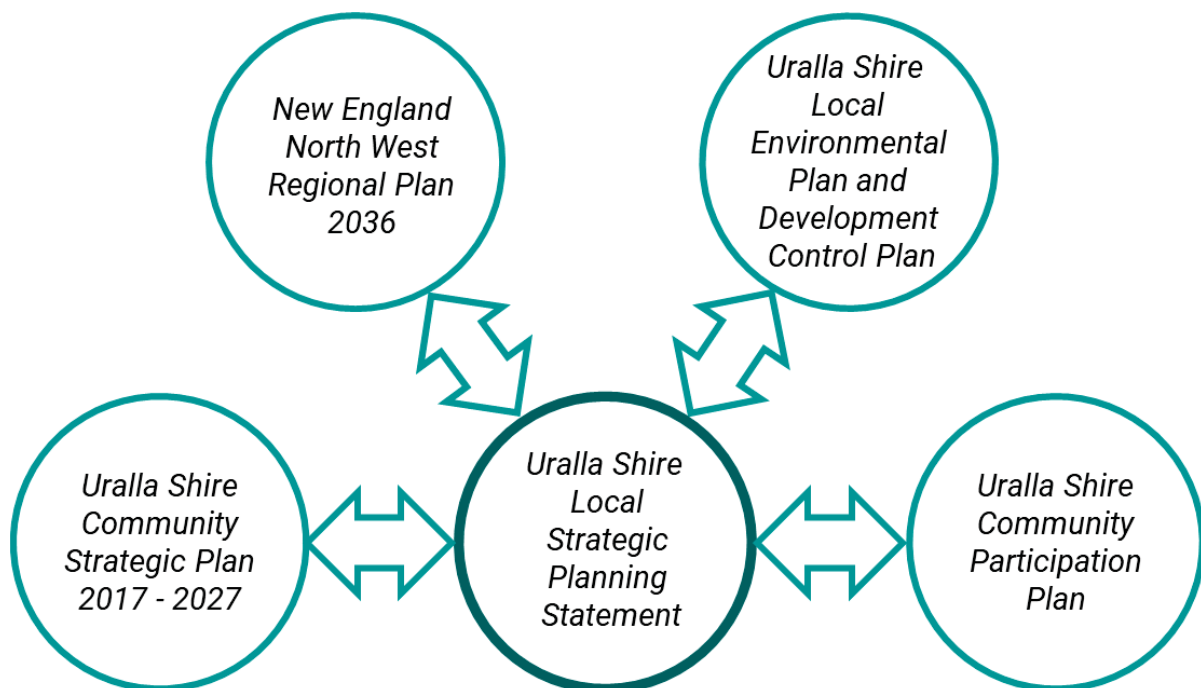
Section 3.9 of the Environmental Planning and Assessment Act 1979 requires a Local Strategic Planning Statement to include or identify the following:

- a) the basis for strategic planning in the area, having regard to economic, social and environmental matters;
- b) the planning priorities for the area that are consistent with any strategic plan applying to the area and (subject to any such strategic plan) any applicable community strategic plan under section 402 of the Local Government Act 1993;
- c) the actions required to achieve those planning priorities;
- d) the basis on which the council is to monitor and report on the implementation of those actions.

The LSPS gives effect to the *New England North West Regional Plan, 2036*, implementing the directions and actions at a local level (refer to Figure 1).

The LSPS works with Council's Community Strategic Plan (CSP), which has a similar but broader purpose on how Council will work to meet on the community's needs. The LSPS's planning priorities, strategic directions and actions provide the rationale for decisions about how we will use our land to achieve the community's broader goals.

**Figure 1 Relationship of the Uralla LSPS to key plans**



## 2. Context

### **Uralla Shire in the New England North West region**

Uralla Shire is located 450 kilometres north of Sydney and only 23 kilometres south-west of Armidale, with an area of approximately 3,230 square kilometres. The name “Uralla” was taken by European settlers from the dialect of the local Anaiwan people and means “meeting place”.

The Shire is situated on the western edge of the New England tableland. Higher altitude areas of the tablelands have rich basalt soils and are used largely for primary production such as fine wool, stone-fruit and apple orchards. Lower altitude areas, mainly in the west, have soils that contain mostly granite and are used mainly for extensive grazing.

Uralla is located at the intersection of the Thunderbolt’s Way and the New England Highway. Thunderbolt’s Way is a growing tourist route whilst the New England Highway is the main inter-regional transport corridor, giving easy passenger and freight access to Armidale, Sydney and Brisbane. The Shire is also served daily by a passenger train service from Sydney.

Uralla Shire is 20 minutes from the regional city of Armidale which contains the University of New England and an extensive choice of education facilities including three private boarding schools. Armidale also contains a regional airport with two carriers flying direct to Sydney. Uralla Shire is also 50 minutes’ drive from the regional city of Tamworth to the south-west. The Shire borders several other New England North West LGAs including Walcha and Gwydir.

### **The community and places**

Settlement today is centred mostly around the town of Uralla, although Uralla township only accounts for one-third of the Shire’s population, highlighting the dispersed nature of settlement. Other settlements in order of size are Invergowrie (population 775), Bundarra (population 328), Kentucky (population 158), Yarrowyck (population 132), Kingstown (population 94) and Wollun (population 67).

The population of Uralla Shire was 6,147 persons in 2016 (DoPIE, Population Projections, 2019). The Shire’s main town, Uralla, is a scenic country town with a variety of facilities and services including restaurants, bakeries and cafés, a grocery store and various unique retail services. The community tends to utilise Armidale for higher-order services such as specialised retailing, health and education. There is also a significant link to Armidale for employment opportunities with many in the Shire commuting on a daily basis.

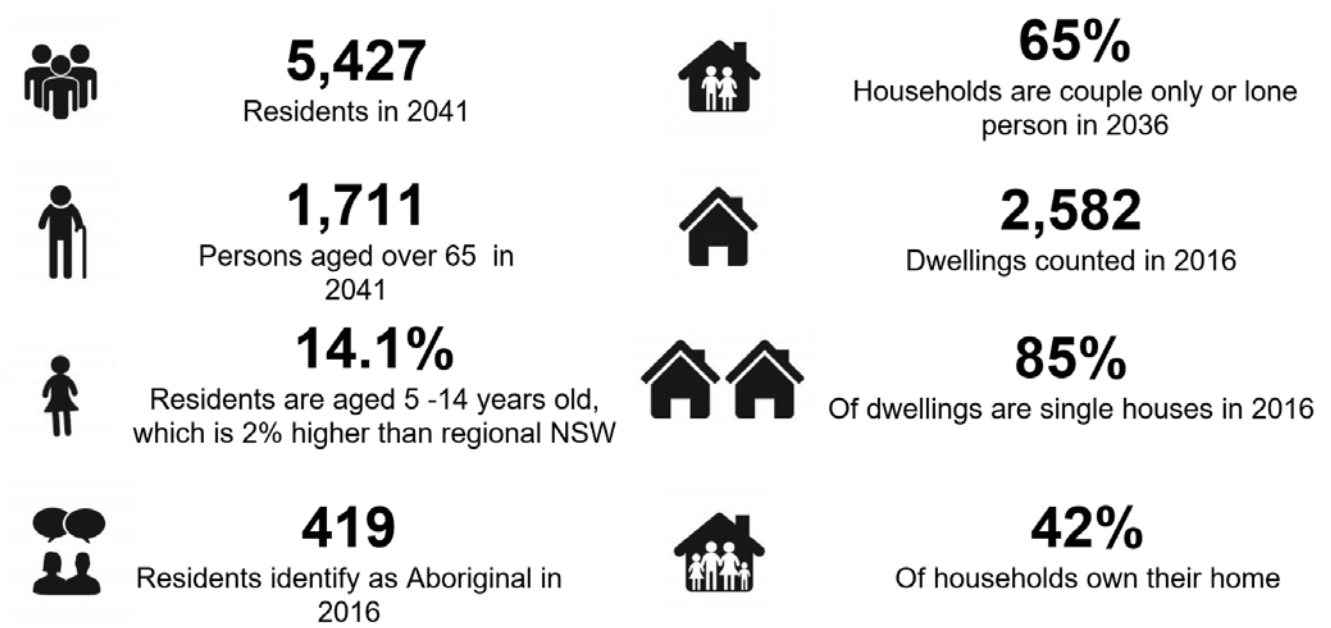
Boasting a rich history, Uralla has more than 50 buildings and sites of heritage significance and has significant visitor attractions nearby, such as Thunderbolt’s Rock and the stunning Gostwyck Chapel.



Bundarra, being 73 kilometres north-west of Uralla (100 km north-west of Armidale) is not situated close to centres and is relatively remote. It comprises basic retailing, business, and government services for its small population. The village comprises of a K-12 central school, police station, two churches, the Grace Munro Centre (an aged care facility), agricultural supplies, garage, hotel, sporting club/golf course, rural transaction centre (with Centrelink access), community technology centre, general store and a takeaway store that is open seven days a week. The general store operates as a basic postal service.

Uralla Shire is a highly liveable rural area where there is a great sense of wellbeing. The population has easy access to high-quality local jobs, community facilities, essential services, healthcare, education, social and cultural activities, affordable/diverse housing and recreation spaces.

Residents and visitors have a strong connection with the natural areas such as National Parks and beautiful bushland that are common throughout the area. The culture and natural environment support quality of life and allow people to explore, connect, play, innovate and thrive.



## The economy

The largest industry in Uralla Shire is primary production. The main primary production industries are livestock for meat, cropping for hay and fine wool. Uralla Shire is known to produce some of the finest wool in Australia. The cooler temperatures are suitable for growing produce such as apples, pears and stone fruit. The Shire also has several vineyards which provide significant tourism opportunities.

Agriculture was worth \$58 million (value-added) to the Uralla Shire economy in 2017. The primary production sector will continue to be a major jobs generator, including research opportunities associated with the university and the CSIRO which runs an agricultural research station mid-way between Armidale and Uralla.. Aside from being a service town for the immediate rural area, the town of Uralla has several manufacturing businesses which provide local employment including brick manufacturer and steel fabrication.

Many people who live in Uralla commute daily to jobs in Armidale only 23 kilometres along the Highway. Some independent IT professionals have relocated to Uralla to take advantage of the availability of NBN, whilst Uralla is also the home of Lockheed Martin's satellite tracking station, which is part of a global network of ground based facilities used to control satellites.

Uralla has a growing visitor economy with its emerging artisan products developed by local producers such as distilled spirits, locally brewed beer, goats milk skincare products and gift lines. Seasonal variation also contributes to Uralla's visitor economy.



**30%**

Of residents are employed in agriculture



**\$214M**

Gross regional product



**2nd**

Largest employee in Uralla Shire is education and training



**27%**

Residents has a university qualification  
(Count of persons aged 15 years and over with a qualification)



**87%**

Of the land area is used for agriculture



**\$245,000**

Medium house price (3 bedroom)



**\$1M**

Is the total gross value of fruit and horticulture grown in Uralla in 2015



**\$5M**

Tourism was worth valued added to the Uralla economy

## Natural environment

Uralla contains some of the highest-elevation country in Australia and makes for cool to cold winters and mild summers. Due to its recent (in geological terms) volcanic history, much of the Shire is covered in a layer of basalt soil, which has long been utilised for agricultural use, in particular, fine wool and fruit (apples and stone fruit) growing.

Due to its rich agricultural history, much of the Shire is cleared of vegetation, with only pockets of original vegetation remaining in the main agricultural precincts. There are still areas of native vegetation, particularly around the steeper hills and the western areas where the Shire falls away into granite country, which is important habitat for many species of plants and animals. The Shire is also located on the edge of Oxley Wild River National Park and contains two nature reserves including,

- Mount Yarrowyck Nature Reserve, and
- Stony Batter Creek Nature Reserve.

Mount Yarrowyck Nature Reserve protects an Aboriginal cave painting site and much of the natural environment of Mount Yarrowyck. Stony Batter Creek Nature Reserve contains an extensive number of indigenous flora and fauna species with the native flora list for the reserve consisting of more than 280 individual species.

Uralla Shire is on the northern edge of the Murray Darling Basin. Rivers and creeks flowing west and south flow directly into this system via the Gwydir River, while rivers to the east of the divide flow into the Macleay River system. The Shire also contains Dangar's and Racecourse Lagoons. These upland lagoons are important habitat for various flora and fauna and over 110 different bird species have been recorded.



IMAGE: NATIVE BIRDS IN WETLAND RESERVE

## Challenges and opportunities

Today, Uralla Shire remains proudly 'rural'. The community values the area as it is, though also want to create more opportunities for the future. Growth in agriculture, tourism and industry are most likely to bring these opportunities over time. Key opportunities over the next 20 years include the following:

### **The heritage and character of our towns and villages is part of our identity**

A distinct sense of place exists within each village and this is to be preserved and enhanced. The urban areas are modest, contained and contribute to local and regional tourism.

### **We are on the edge; situated on the fringe of the city of Armidale**

Uralla has excellent access to and links with the regional city of Armidale, which supports the Shire's appeal to residents, visitors and businesses. This influence will continue into the future with the ongoing development of Armidale and increased population and business opportunities on the Shire's doorstep.

### **Growth in things that grow**

The traditional economic strengths of Uralla, such as manufacturing, agriculture and agribusiness, will remain important towards 2040.

### **A windy and sunny location - good for renewables**

Due to the area's location on the Great Dividing Range, wind and solar farming is seen as a potential high value industry for the Shire with several large scale renewable energy projects in the planning stages.

### **Creativity is in our bones; creative and artisan industries**

The area is already known as the New England textile and art retreat and is establishing a name for its artisan products such as the distilleries, vineyards, brewing and goat products.

### **Affordable alternative**

Uralla Shire is becoming an attractive alternative given the relative affordability of housing compared to Armidale, combined with the rural lifestyle and amenity.

Uralla Shire presents unique lifestyle opportunities because of the rural setting close to Armidale. This proximity within the context of vast rural lands brings challenges:

### **Population change**

Population levels have stabilised in Uralla Shire in recent years. The key reasons for loss of population are old age mortality and residents moving to other areas with better access to services. The overall population of the Shire is not expected to change significantly into the foreseeable future.

### **Climate Change**

The potential impacts of climate change on settlements, including flood and bushfire, in a naturally hazardous landscape.

### **Asset protection**

Protecting and enhancing the environmental, cultural heritage, social assets and natural resources of the Shire to grow the economy.

### **Cross border**

Supporting cross-border planning in relation to the efficient provision of land and infrastructure for settlements and industry, particularly with Armidale.

### **Transport routes**

Safeguarding transport routes to support efficient freight and people movement and economic diversification.

### **Ageing population**

Meeting the housing needs of a changing demographic profile in the context of low development demand and low returns on housing.

### **Potential land use conflict between renewables, tourism and agribusiness**

As the aforementioned large renewable projects progress through the planning stages, the potential impacts on established and emerging land uses becomes apparent.



### **3. Local Strategic Planning Vision**

**Uralla Shire has a distinct, inviting and creative community which uses its natural advantages, connections to Armidale, extensive spaces and a range of rural lifestyle opportunities to attract more residents, businesses, and visitors.**

**Increased primary production remains an important focus with a more diverse and innovative economy. With research and education the community can adapt to changing economic and environmental conditions.**

**The area has cultivated its credentials where people can choose from a variety of places to live to suit different lifestyles, with a network of small villages providing hubs to access community activity and services.**

**Good transport connections are provided within and beyond the Shire to facilities and markets to improve the competitive advantage of living and working in Uralla Shire.**

## 4. Directions and Planning Priorities

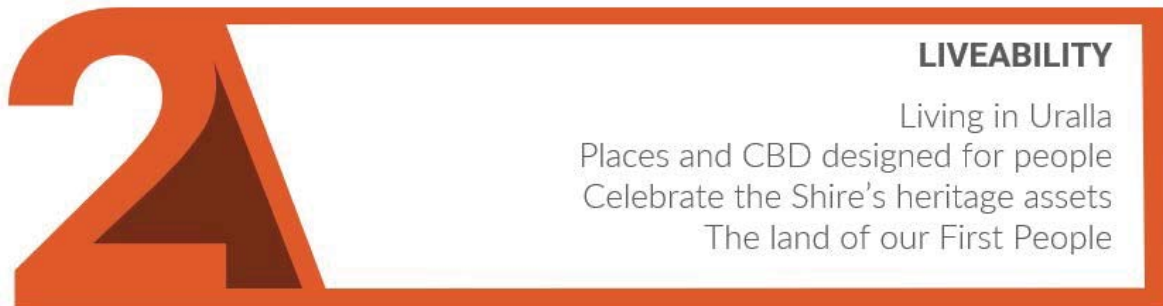
The following directions and planning priorities are the backbone to achieving the community's vision for Uralla Shire. While the directions and planning priorities may change over time, the following will be a constant driving force for future generations to ensure that the Shire is competitive, liveable, sustainable and resilient.



**1**

**PRODUCTIVITY**

- Support and manage rural landscapes
- Support new industries on employment lands
- Grow creative and artisan industries
- Support the visitor economy



**2**

**LIVEABILITY**

- Living in Uralla
- Places and CBD designed for people
- Celebrate the Shire's heritage assets
- The land of our First People



**3**

**SUSTAINABILITY**

- Protect and restore natural habitats
- Adapt to a changing climate



**4**

**INFRASTRUCTURE**

- Protect and enhance freight and transport infrastructure
- Manage infrastructure provision
- Create a pedestrian friendly Uralla



# 5. Productivity



IMAGE TOP: VINEYARD IN URALLA  
IMAGE BOTTOM: FINE WOOL PRODUCTION



## 5.1 Support and manage rural landscapes

The Shire's economy is driven by its competitive advantage in agriculture, the needs of a changing population, its strategic location on a national freight route, and the link to the regional city of Armidale. The agricultural industry has demonstrated resilience and capacity to adapt in the face of significant climatic, economic and policy challenges. These adaptations have included modernisation, increasing productivity, maintaining and enhancing environmental sustainability, and remaining competitive in a global market.

Rural areas should be protected to support agricultural uses as well as diversify to complement the productive capability of agricultural areas. The Shire features productive soils and cool climates that complement horticulture, viticulture, cropping and grazing - all strengths of the area. Proximity to markets is likely to become more of a competitive advantage over the next 20 years and will make the retention of food resources close to growing markets increasingly important.

Land suitable for agricultural production is a valuable, finite commodity that is to be managed to ensure its long-term protection for future generations. *New England North West Climate Change Snapshot* (Adapt NSW) predicts that the rainfall will increase in autumn on the tablelands. Changing seasonal conditions may present opportunities for some producers to develop new practices and increase productivity in some locations and variation to activities. As an example, new crops may be grown in some areas that experience more rain, leading to emerging opportunities to diversify agricultural production. Future planning in the Shire will support rural land use changes that enable farming communities to respond to changing conditions, be they climatic or economic.

A key challenge for land use planning is to provide for flexibility in rural land use while avoiding land use conflict. Flexibility should be provided to enable farmers to adapt to changing markets and climatic conditions, diversify economies such as for tourism purposes while ensuring that land uses that could permanently remove land from productive use or result in land use conflict, such as rural residential uses, are avoided.

Opportunities exist for a range of land uses in rural areas that are complementary to agricultural production, such as tourism and renewable energy generation, providing alternative income streams for farmers. As an example, in high amenity areas opportunities exist for on-farm accommodation or activities such as destination weddings to broaden the tourism products on offer and augment farm income.

The majority of Uralla Shire has high wind and solar energy potential. The LGA is a prime location for the future generation of renewable energy and has been identified as one of the key renewable energy precincts in NSW under the *New England North West Regional Plan 2036*. The continued growth of the renewable energy sector over the next 20 years presents opportunities for the Shire, and mapping these areas may assist growth of this industry.

Locational requirements for power generation within Uralla Shire include:

- Proximity to the energy source and to parts of the electricity grid with spare capacity;
- The ability to create buffers to sensitive land uses;
- Access to appropriate transport infrastructure, and
- Limited impacts on existing land uses and prominent vistas.

No.	Action	Timing
5.1.1	Continue to protect important farmland to help grow Uralla Shire as an important food bowl for domestic and international exports.	Ongoing
5.1.2	Facilitate ongoing agricultural productivity and investment in high value agriculture by critically assessing proposals for non-agricultural uses within areas of important farmland and preventing encroachment of incompatible uses.	Long
5.1.3	Identify potential wind and solar energy clusters to support the renewable energy in appropriate locations in proximity to TransGrid infrastructure.	Short
5.1.4	Sustainable land management practices and effective property scale planning are implemented and provide resilience to the anticipated effects of climate change.	Medium
5.1.5	Tourism opportunities that are compatible with and which support sustainable primary production are identified and encouraged.	Ongoing



IMAGE: APPLE PRODUCTION IS A SIGNIFICANT INDUSTRY

## 5.2 Support new industries on employment lands

The LGA currently has five separate zoned areas for employment land uses. While areas on the highway are well utilised, some zoned employment lands have significant vacant and undeveloped land. While demand is not high for employment land in Uralla, monitoring this land over the next 20 years will be important to ensure a rolling supply.

New industries in Uralla Shire are likely to build on existing assets and advantages, and opportunities for diversification will be encouraged. Opportunities include:

- Agribusinesses such as more secondary processing of the Shire's agricultural produce;
- Value-adding agricultural opportunities such as branding, process and packaging or biotechnologies;
- Proximity of research institutes such as University of New England and CSIRO, and
- Taking advantage of existing assets around Uralla, including its supply of industrial land and transport access through the highway for transport and logistics industries.

Agribusiness sustains much of the local economy of Uralla Shire. Diversification has helped to expand agricultural activities, businesses and industries, making agribusiness one of the the important economic sector. This sector will grow with better recognition, protection and expansion of the agricultural supply chain. As an example, niche segments such as the goat industry in the Shire have diversified into value adding of goat products.

The Shire will continue to attract business through its current competitive strengths, which include its excellent access to major markets and its position in supply chains. Opportunities for the LGA's economy to evolve and diversify should be strongly encouraged to significantly expand its economic base in high value innovative industry sectors and increase the number of knowledge sector jobs. The Shire should particularly capitalise on new infrastructure, such as the National Broadband Network, and seek to leverage these investments and support industry focused around skills, innovation and technology, as well as home businesses.

Significant employment-generating uses in the Shire include manufacturing, service industries, freight and logistics as well as research and development. A key strength of Uralla Shire is the strong relationship that exists between agriculture and research and development undertaken by the University of New England and CSIRO. Its strong relationship with Armidale will be another strong contributor to growth in Uralla. This will be particularly important in areas near the new business park adjacent to the Armidale Regional Airport.

Vacant and development ready employment land has the potential to support value adding industries. Local service industry and rural industry associated with agriculture will continue to be an important source of employment in the future. If needed, Council may have to identify the need for more industrial zoned land in certain locations to support local employment opportunities as required.

No.	Action	Timing
5.2.1	Encourage the development of small and large-scale value-adding activity that complements primary production in the local area provided it does not adversely impact on areas of primary production significance.	Ongoing
5.2.2	Address infrastructure deficiencies where they constrain the expansion or establishment of industry.	Short
5.2.3	Support the provision of an adequate supply of serviced employment land by monitoring the land to ensure a rolling supply remains available.	Ongoing
5.2.4	Encourage agribusiness diversification and value-adding opportunities by reviewing local plans to ensure land use zoning and definitions reflect industry requirements.	Medium

### Value – Adding

The term ‘value adding’ refers to the various secondary activities that occur along the supply chain of every industry sector—from primary production through processing and transport to marketing and sales. Value-adding may include supplying new products or different varieties, changing presentation to meet market requirements, providing expertise and/or services and promotion, and marketing activities to differentiate products.

Value-added agriculture generally focuses on production or manufacturing processes, marketing, or services that increase the value of primary agricultural commodities. This is often done by increasing appeal to the consumer and the consumer's willingness to pay a premium over similar but undifferentiated products. In agriculture, value-adding can be achieved on-farm, post farm gate, or as a combination of the two. On-farm value adding can be achieved through harnessing science and new technologies to create greater efficiencies and cost competitiveness in farm production.<sup>1</sup>

### 5.3 Grow creative and artisan industries

Uralla Shire already has a dynamic creative and artisan industry. Uralla has grown its reputation as a vibrant and creative hub with businesses blooming such as the New England Brewing Co, Sunhill Dairy Goats, Merilba Estate, Eastview Estate, Go Create New England, Barking Dog Gallery, Dobson's Distillery, Orchard Studio Gallery and various other specialised shops and dining experiences.

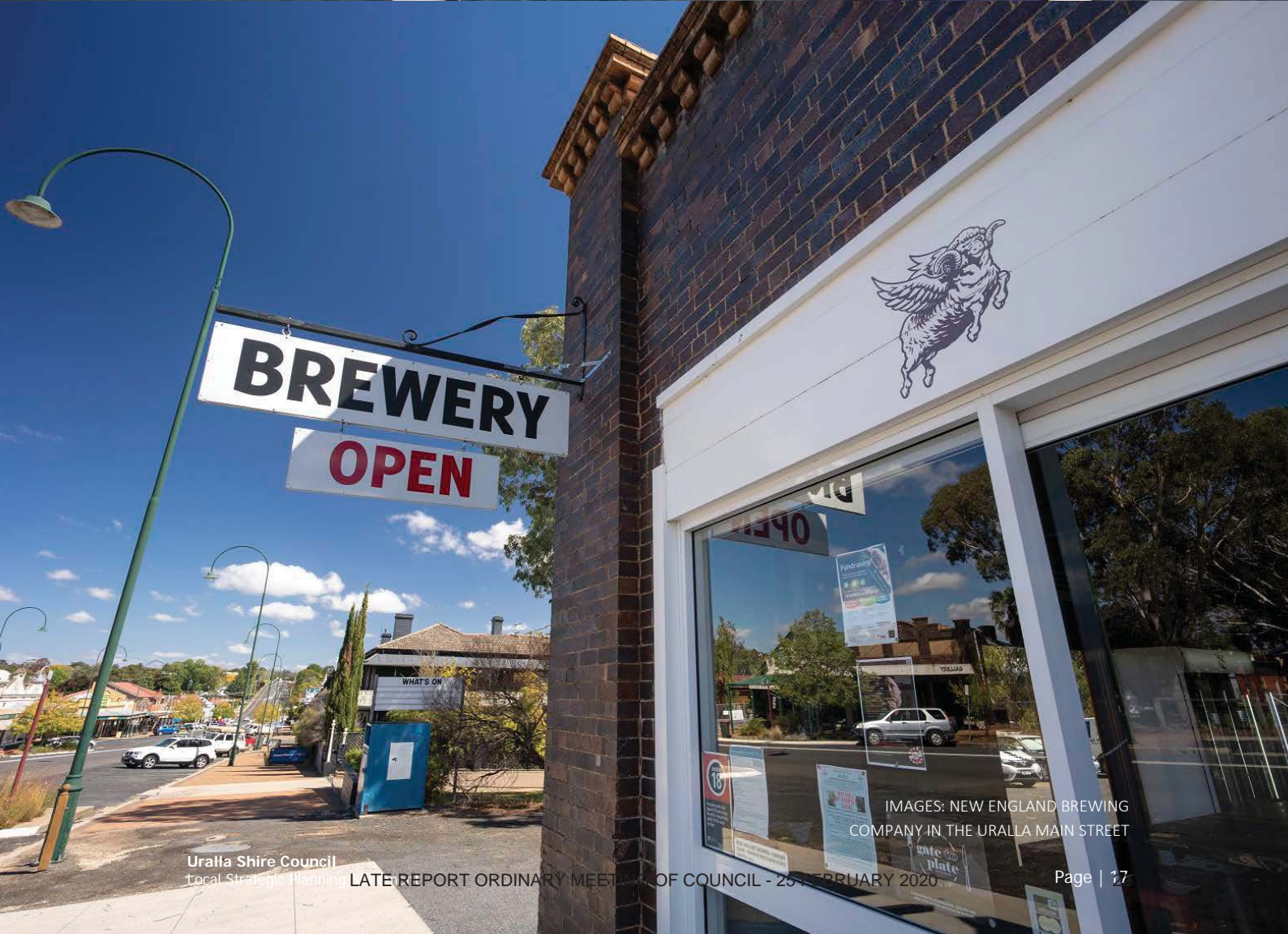
There is intrinsic value in creativity and artisan industries, including the important cultural, economic and social benefits it delivers. They have an important leadership role to play in nurturing a successful future for both artists and food and beverage makers and the many people and professions who are engaged directly through the industry.

A productive artisan and creative sector is recognised as a marker of a vital and successful economy and a liveable community. A strong and vibrant creative and artisan sector has value in itself, though also has broad reaching positive effects on the economy and community. This drives value in related industries such as tourism, retail and hospitality. Visitors are increasingly looking for destination 'authentic' experiences, creative expression and the opportunity to enjoy fresh local produce.

Recognising the need to build a stronger creative and artisan presence is needed in order to highlight Uralla Shire's strengths and unique characteristics, whilst building on the successes and preparing for growth. This dynamic industry will be supported and facilitated by ensuring spaces and facilities are created that encourage cultural innovation and new forms of artistic expression as well as building capacity to support the growth of the food and beverage tourism industry. This may include events celebrating the Shire's offerings which will help these creative and artisan industries remain sustainable and attract investment.

No.	Action	Timing
5.3.1	Distinguish Uralla Shire from other destinations as a creative work and artisan destination.	Ongoing
5.3.2	Develop LEP and DCP controls that respond to a growing need for social infrastructure including temporary uses such as markets in community centres; and facilitate public art in public and private development as well as the use of vacant tenancies for arts, cultural or creative industries. This may include working with NSW Department of Planning, Industry and Environment to investigate options for amending the standard Local Environmental Plan to provide opportunities for artisan spaces within Uralla CBD.	Short
5.3.3	Investigate opportunities for shared use of government-owned property such as schools, hospitals, libraries, galleries and theatres or community centres for creative uses and/or exhibition spaces.	Long







## 5.4 Support the visitor economy

Uralla Shire contains some of the regions most valued natural and heritage assets, picturesque landscapes and rustic towns that are uniquely Australian. The area's heritage and clean, green, natural image enhance its appeal as a tourist destination, especially its villages, scenic drives, and various restaurants and cafes.

Tourism expenditure in Uralla is approximately \$6 million a year. Uralla Shire has a number of major tourism drawcards including its gold mining heritage, heritage walks, vineyards, Captain Thunderbolt historical elements, gin distillery, Gostwyck Chapel, Deeargee Woolshed and the natural environment such as the Mount Yarrowyck Nature Reserve. These features support a strong tourism industry that has considerable potential for further investment and growth over the next 20 years. There is an identified opportunity to broaden the tourism industry by improving the quality of visitor experiences and upgrading a range of tourism assets.

The built heritage of Uralla, often associated with the area's wool and gold mining past, is a key attraction for visitors. The natural landscapes and environmental features of the Shire also attract many visitors for nature-based tourism including the National Parks and Nature reserves. The area offers opportunities for camping and four-wheel drive expeditions. Land use planning will need to continue to play an important role in protecting and managing the built environment, as well as environmental assets.

Over the next 20 years, it is expected that additional tourism opportunities will emerge. Ongoing planning and investment should occur to develop and protect tourism assets and create new drawcards and significant precincts. This will attract visitors to Uralla to enjoy its country charm. Further tourism growth will require promotion and continued investment in existing tourist attractions, as well as strategically located accommodation and facilities to access new attractions. There may be opportunities to attract private investment for appropriate tourism infrastructure on public land, including national parks, to benefit tourism. Flexibility should also be supported for the development of agritourism opportunities, in conjunction with agricultural use.

No.	Action	Timing
5.4.1	Protect, enhance and promote the assets that attract tourists and are of value to the community, including: <ul style="list-style-type: none"><li>Reinforcing the desired roles of various villages and areas in the Uralla Shire tourist experience;</li><li>Scenic tourist drives and natural and rural landscapes, including historic farmhouses in scenic locations;</li><li>Heritage, cultural and/or built character of towns, including town entrances or gateways;</li><li>Providing appropriate protection for environmental assets that underpin ecotourism or recreational opportunities;</li></ul>	Ongoing

- Increasing visual access to the environments by establishing lookouts, walking trails, picnic areas and interpretive signage in appropriate locations, and
- Facilitating tourism-related developments such as restaurants, specialist retail and accommodation that add value to existing economic activities.

### Gostwyck Chapel

The chapel is a favourite for photographers and Instagrammers, especially during the autumn months when the leaves of the elm trees turn gold providing the perfect backdrop for the Virginia Creeper covering the chapel, which changes to a brilliant red.

Officially known as 'All Saints Anglican Church', Gostwyck Chapel was built in 1921 in memory of Major Clive Collingwood Dangar who lost his life during World War I. The chapel was constructed entirely of bricks made and fired on Gostwyck Station. The stone wall surrounding the chapel was built to protect it from flood waters from the nearby Salisbury Waters. The magnificent tree lined avenue of 200 Elms was planted by a worker who was brought out from England specifically for the task.

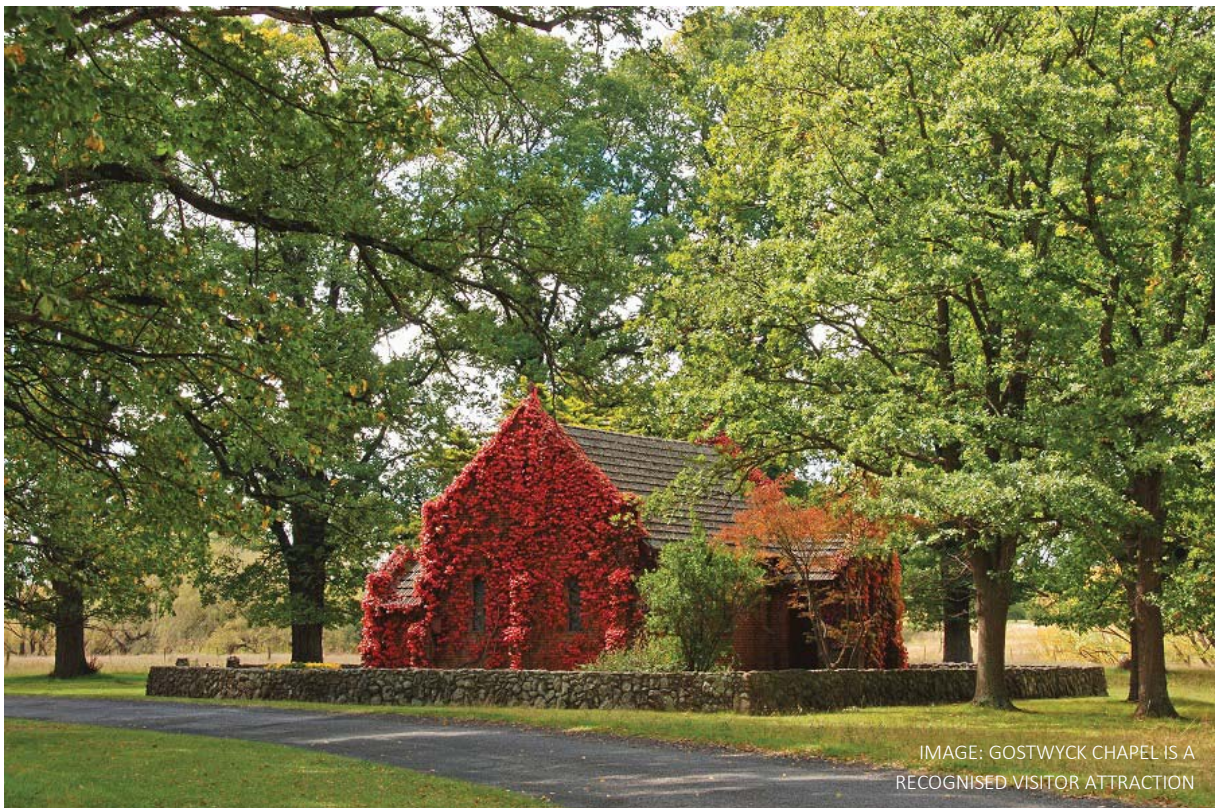


IMAGE: GOSTWYCK CHAPEL IS A RECOGNISED VISITOR ATTRACTION



# 6. Livability



IMAGE TOP: THUNDERBOLT FESTIVAL PARADE

IMAGE BOTTOM: NEW ENGLAND HIGHWAY, URALLA





## 6.1 Living in the Uralla LGA

Many residents live in or around the town of Uralla, while a number of settlements and rural residential areas are dispersed through the remainder of the Shire and support its remaining residents. Smaller settlements and rural areas in Uralla Shire rely on larger settlements such as Tamworth and Armidale for higher order health and education services and major shopping needs. The relatively remote nature of many areas in Uralla, such as Bundarra, means that small settlements are more self-sufficient than similar-sized communities closer to the regional cities. The availability of services and facilities has implications for their liveability and potential to attract new people.

Settlement planning in the Uralla Shire is based on strong social and economic interrelationships within the Shire and across LGA boundaries. The sharing of resources, services, and economic development initiatives between communities is one way to assist in maintaining the viability of small settlements and minimising the social and economic disadvantage associated with a lack of access to services or employment. This requires future land use and infrastructure planning to consider each community individually.

The decline in household size and the ageing of the population will mean more housing variety is needed to support changing lifestyles. A challenge for Uralla is the mismatch between the available housing stock or land and the needs of residents. This may present as smaller housing for the aged and lack of investment in new housing due to low development demand / low returns on investment.

Attracting and retaining younger age groups for education and employment will be critical to maintain a diverse community and assist in housing investment. Future growth should also be promoted in locations that build on existing and potential strengths, as well as infrastructure and services that have capacity. Limiting development in places that are difficult to service adequately may assist in improving existing areas.

Housing for temporary, seasonal and lower income workers to support the livestock processing, viticulture, and horticulture industries will also need to be considered, particularly in areas surrounding the land uses.

No.	Action	Timing
6.1.1	Continue to monitor housing supply against the long term needs of the community and unforeseen growth pressures.	Short to medium
6.1.2	Investigate options to provide housing and accommodation for temporary employees involved in seasonal work including consideration of the location of non-resident worker accommodation to ensure access to services and community integration, as well as social cohesion with the existing communities.	Medium

## 6.2 Places and CBD designed for people

Uralla Shire is a highly liveable place with an agreeable climate, beautiful landscape and a strong sense of community. Promoting and enhancing the Shire’s liveability will ensure its residents stay positive about their communities. Liveable places also attract highly skilled and creative people who drive innovation and economic growth.

An identifiable sense of place emerges from a unique set of characteristics and quality—visual, cultural, environmental and social. Communities with a high level of attachment to where they live, shop and recreate also tend to have a high rate of economic growth. Place-making will be a vital strategy to promote people’s health, happiness, prosperity and wellbeing within this context.

Recognising the value of placemaking in shaping and enhancing distinctive and positive communities, and by successfully reinforcing local identity, will help create social and economic dividends for each community. Understanding the unique character of each village in Uralla Shire is important in providing an exceptional experience for residents and visitors. This should include identifying opportunities with the existing community to strengthen and maintain what makes the character of each place distinct.

The Uralla CBD offers residents and visitors a wide range of options for employment, dining, beverages, local produce, art, recreation and living. Uralla has a history of outstanding public works, formal parks and attractive public spaces such as the new playground at Alma Park in Uralla. This legacy needs to be maintained and extended to make all parts of the centre and surrounds more liveable within the context of their existing and future character and form.

Ensuring the continued primacy of the Uralla CBD, where the greatest level of public infrastructure investment has occurred, is an important land use planning objective. Out-of-centre commercial activity should be avoided to ensure that it does not detract from the viability and vibrancy of the CBD. A more focused place-making approach in the CBD should be adopted to strengthen the design quality of public spaces, accessibility, and the interfaces between private developments and the public domain.

No.	Action	Timing
6.2.1	Support government and community place-making efforts and the important role of local character to enhance Uralla Shire’s reputation for liveability and economic vitality.	Short to medium
6.2.2	Identify place making features of the Uralla CBD to ensure its character is enhanced and that the streets and parks are attractive, pleasant places for people to visit, shop and recreate.	Short

### 6.3 Celebrate the Shire’s heritage assets

The Uralla Shire’s heritage and culturally significant buildings and places give it a distinct character linked to the attitudes and values that have shaped its role in NSW history. Uralla Shire Council is proactive in this space with several heritage studies completed and conservation areas identified and protected under the Uralla LEP 2012.

The main commercial area in Uralla contains a distinctive collective of period shop fronts dating from the late 19th century and into the first part of last century. A recent heritage study stated, “individual period shopfronts are becoming scarce and as a collective, and a collective spanning such an historic date range as in Uralla, is rare”. Together with the unique range of retail and dining offerings, this heritage is a community asset and a cultural tourism attraction.

The Rocky River gold field conservation area has also been identified as a rare asset. The Rocky River goldfield became the richest field in NSW, producing over 30,000 ounces of gold in 1863. The heritage significance of its physical remains of mining are significant part of NSW and Australian history. Valuable assets such as the goldfields need careful management as they can enliven history, engender a sense of identity and provide a window on the past that can guide us in the future.

These cultural assets in particular are valuable for tourism due to their rare occurrence. Many tourists seek heritage tourism experiences and in planning for the next 20 years, heritage places must continue to be protected to help contribute to the sense of place, economy, and employment.

It is also important for the ongoing conservation and retention of many cultural heritage items that they have a useful purpose. Adaptive or sympathetic use of heritage items can promote heritage conservation and appreciation, especially in areas where resources are limited. Development can also have the potential to impact on existing and yet to be identified cultural heritage items. Where impacts from new development near heritage areas cannot be avoided, proposals that reduce the extent and severity of any impacts through sympathetic design should be encouraged.

No.	Action	Timing
6.3.1	Preserve and enhance the heritage character of areas or places that are strongly valued for their unique design and tourism appeal. This could include recognising and recording the desired character of areas with significant heritage to ensure the design of buildings and public places, such as streetscapes and entrances, supports desired directions.	Ongoing
6.3.2	Accommodate appropriate development opportunities that facilitate the adaptive or sympathetic use of heritage items.	Ongoing

## 6.4 The land of our first people

The Anaiwan and Kamilaroi people are the traditional owners of the country that encompasses current day Uralla. There are currently 419 Aboriginal persons living in Uralla Shire. This equates to 6.9% of the population which is significantly more than the state average of 2.9%.

Many members of the Aboriginal community experience social disadvantage as a consequence of locational or cultural access constraints. Meaningful, responsive change will require commitment and action from communities, with support from government, non-government sectors, and the general community. Breaking the cycle of social disadvantage will only be achieved through combined efforts.

Cultural heritage is important to Aboriginal people as it provides present and future generations with a sense of identity and connection to Country. Uralla Shire has many important sites and attributes of Aboriginal heritage, and it is important to preserve these important areas and increase public understanding of their significance.

The active involvement of Traditional Owners in planning and decision-making processes is imperative, particularly given the high number of cultural sites and artefacts to be identified and considered in Uralla. The culture of Aboriginal people is unique and offers many economic and cultural advantages.

No.	Action	Timing
6.4.1	Recognise and reflect the economic and social needs of Aboriginal communities in land use planning through consultation and engagement with those communities.	Ongoing



# 7. Sustainability



IMAGE TOP: NATIONAL PARKS IN URALLA LGA

IMAGE BOTTOM: RED NECK WALLABY



## 7.1 Protect and restore natural habitats

Due to Uralla Shire's rich agricultural history, much of the Shire is cleared of vegetation, with only pockets of remnant vegetation remaining. The larger areas of native vegetation tend to be around the steeper hills and the western areas.

The protection of the Shire's environmental assets and associated biodiversity is essential. A healthy ecology and rich biodiversity are valuable in their own right and help create more liveable towns that can strengthen Uralla Shire's competitive advantage. Protecting the remaining assets and regenerating more assets also enhances the overall capacity of the Shire to respond to and be resilient to the effects of climate change.

While many of these assets need to be managed and protected, they can also create opportunities, especially around nature-based tourism and providing ecosystem services. This is especially true for the features that have strong links with other LGA's or act as a water supply for external areas due to the natural flow of many rivers within Uralla. As such, biodiversity decisions can have far-reaching implications. Biodiversity is a key opportunity to reposition the Shire as a nature-based tourist destination.

No.	Action	Timing
7.1.1	Enhance and protect existing native and remnant vegetation through revegetation and biodiversity programs.	Ongoing
7.1.2	Where appropriate, encourage the integration of tourism and environmental assets to the overall benefit of the region.	Short



IMAGE: NATIONAL PARK IN URALLA LGA

## 7.2 Adapt to a changing climate

A changing climate in recent years continues to affect the Shire's agricultural and horticultural activities while reducing the recharge of aquifers, especially in the context of the current drought. Climate predictions indicate a future of rising temperatures, leading to increased evaporation rates, and longer and more frequent dry spells. Some areas on the tablelands are however predicted to get more rainfall as a result of changing weather patterns. This will challenge Uralla Shire's capacity to maintain or increase economic output, particularly given its focus on primary production.

Climate change presents numerous risks which may include an increase in natural hazards, including an increase in bushfire hazards and severity of storm events, as well as reduced water availability. The increased risk of bushfire is especially relevant to the Shire, which may have implications for the tourism industry and cultural heritage assets in particular.

Land-use planning can assist in emergency management decision-making to reduce the likelihood, effect and consequences of natural hazards. At-risk areas will be identified using the best available information and provisions will be updated to respond to those risks.

In recent years state and local government and rural communities have improved water security through augmentation of supply, the introduction of permanent water conservation, and measures such as wastewater re-use and stormwater harvesting. Improved water efficiency of buildings and the incorporation of water-sensitive urban design (WSUD) principles in the development process will lead to more efficient water consumption.

Renewable energy is predicted to be a growth industry in Uralla, and it is important to continue to investigate ways to organise land use such that it supports renewable and clean energy technologies. These opportunities suit the Uralla climate due to its high wind and solar energy potential, providing an ongoing competitive advantage.

These initiatives will extend the life and reliability of the Shire's water and energy supplies and allow the population and the economy to grow without placing unsustainable demands on our natural resources.



No.	Action	Timing
7.2.1	Energy efficiency and reduction of greenhouse gases from electricity usage are improved through adjustments to building siting, orientation, design, construction and use of technologies.	Ongoing
7.2.2	Enhance the resilience and capacity of natural assets to adapt to climate change and buffer people, infrastructure and biodiversity from the impact of extreme events. Use disaster risk management planning, adaptation strategies and avoidance of exposure to high-risk areas to minimise Uralla Shire’s vulnerability to climate change impacts.	Ongoing
7.2.3	Support the development of renewable energy development in appropriate locations.	Ongoing



IMAGE: WIND FARMING IS A GROWTH INDUSTRY IN URALLA

## Zero Net Energy Town

The NSW Government, through the Office of Environment and Heritage, has supported the Zero Net Energy Town (Z-NET) initiative to develop a case study of how Uralla could be Australia's first 100% renewable community and to establish a blueprint for others to follow.

A zero net energy town is a community that reduces and balances its local energy needs with a 100% renewable energy supply. This is done firstly by reducing energy use and then importing or locally producing enough energy to meet or exceed the community's demand

The Z-NET initiative initially encompasses stationary energy and excludes transport fuels such as petrol and diesel. Uralla's current stationary energy needs comprise electricity (49%) and firewood (45%) with a modest use of LPG gas (6%). Uralla energy consumers currently spend a total of approximately \$12M per year to meet their energy needs.

zeronet  
energy town

Uralla Case Study



# 8. Infrastructure



IMAGE TOP: PROTECTING THE EFFICIENCY OF TRANSPORT NETWORKS

IMAGE BOTTOM: PROMOTING A PEDESTRIAN FRIENDLY URALLA



## 8.1 Protect and enhance freight and transport infrastructure

Uralla is located at the intersection of the Thunderbolt's Way and the New England Highway. Thunderbolt's Way is a growing tourist route whilst the New England Highway is the main intra and inter-regional transport corridor, giving easy passenger and freight access to Armidale, Sydney and Brisbane.

Safe and efficient transport of freight and passengers on these corridors is critical to the Shire's prosperity. There is currently a heavy reliance on these transport corridors for transport of people and goods, including as a tourism passage. Upgrades to the New England Highway, such as from Willow Tree to Armidale, will continue to provide a safe and efficient corridor.

Growing infrastructure demand supports the movement of freight associated with the region's agricultural products to key transport facilities such as ports and markets. This at times can result in increasing conflicts between freight and other network users on existing road networks. The effective integration of roads to export markets is essential to support the competitiveness of Uralla and the tablelands into the future.

The integration of major logistics and freight corridors in the Shire, in conjunction with potential freight hubs, will be considered with a view to the long-term freight demand of New England North West. This LSPS seeks to optimise freight-related activities and support efficient and effective operations including protecting the corridors from land-use conflicts. With future growth in agricultural output, consolidating logistics functions into freight hubs can improve the efficiency of freight distribution to external markets.

No.	Action	Timing
8.1.1	Understand and ensure efficient ways to transport products between producers and markets, including managing the local network to improve the capacity, safety and functionality.	Short
8.1.2	Protect the efficiency of transport networks, infrastructure and corridors from incompatible land uses.	Medium

## 8.2 Managing infrastructure provision

Timely provision of infrastructure and services is required to support future growth and change in Uralla Shire. Areas in Uralla Shire that are zoned but not yet developed may have to be reviewed to accommodate demand into the future. The delivery of new areas over the next 20 years will need to be planned for in a timely and economical manner that minimises expenditure.

Infrastructure is the backbone to the liveability of the area, connecting the community to the broader region and making it an attractive place for investment and economic development. The long distances to regional cities from parts of the Shire means that these areas need to be self-sufficient to a degree. Growth in the villages in the Shire will result in demand for additional water, energy and utility infrastructure. Infrastructure supporting rural activities must be designed at a scale appropriate for use.

The effective and efficient planning and provision of new infrastructure, upgrades and maintenance will be achieved through improved coordination, collaboration and innovation. To achieve this, a shared level of understanding of issues and priorities between all levels of government and infrastructure providers is required. Efficient use of existing systems and preservation and identification of utility infrastructure corridors will be important over the next 20 years.

No.	Action	Timing
8.2.1	Prepare a development contributions plan such as a Section 7.12 Contributions Plan to fund infrastructure identified as necessary to support growth.	Short
8.2.2	Identify key regional priorities for improved utilities, energy and telecommunications infrastructure and seek funding to implement these projects.	Medium
8.2.3	Promote infrastructure planning that is coordinated with development needs and the key locations for growth.	Ongoing

### 8.3 Creating a pedestrian friendly Uralla

Supporting land-use planning outcomes that reduce reliance on motor vehicles where possible will be important over the next 20 years. While the more remote areas in Uralla Shire are unlikely to require further connections, within the Uralla town centre improving pedestrian connections will be important not only for residents but also visitors to enjoy all the unique offerings in a safe and accessible way. Improving connections within the Uralla town centre to link key activity generators such as popular restaurants or schools will be integral to a healthier and more liveable environment for all.

Research shows that people walk more when they have access to pedestrian routes and connections that are safe, direct and pleasant to use. Importantly, it is also well recognised that walkable neighbourhoods increase potential for incidental expenditure and is beneficial to the economy of main streets and retail centres.

Improving the pedestrian environment in existing areas can be achieved by creating quality pedestrian links and short cuts. High-quality pedestrian infrastructure like footpaths and crossings are also important to ensure communities, businesses and services are accessible to people with mobility limitations.

Continuous, high-quality walking routes need to be developed and streets need safe, pleasant and attractive walking routes. Planning of the Uralla town centre to support walking and cycling will have the potential to generate significant benefits to residents and visitors.

No.	Action	Timing
8.3.1	Plan for a continuous, safe and accessible pedestrian network around the Uralla town centre and identify and enhance major pedestrian links, including those that intersect with the highway.	Short to long



IMAGE: PICTURESQUE CONNECTIONS IN URALLA

## 9. Implementation

Implementing the Uralla Shire LSPS will require sustained, coordinated action by all levels of government, the private sector and the community. Planning at a local scale will help achieve a better balance between jobs and population changes across the LGA and provide a basis for across boundary collaboration with (and between) local governments.

### 9.1 Monitoring and reporting

The Uralla Shire Local Strategic Planning Statement is a living document that will be updated regularly. Legislation requires a review at least every seven years.

Council will align this work to the integrated planning and reporting framework by:

- Reviewing actions contained in this plan at least every four years as the Community Strategic Plan is reviewed to reflect a shared view on the future for Uralla;
- Linking actions with our Delivery Program and Operational Plan, and
- Reporting on the planning priorities and actions in our annual report.

Council will monitor, review and report on its LSPS to ensure that its planning priorities are being achieved. Council will use the existing Integrated Planning and Reporting (IP&R) framework under the *Local Government Act 1993* for the purpose of monitoring implementation of the LSPS.

Council will commence its first full review of the LSPS in 2023 and again every four years to align the review period with Council's overarching community strategic planning.

Regular reviews will ensure that the LSPS reflects the vision the community has for the future of Uralla Shire and that is aligned to the latest trends and information available about the environment and the community's social and economic needs.

The Uralla Shire LSPS outlines a long-term land use vision and strategy for Uralla LGA that will be realised through:

- Amendments to Council plans and policies that provide the delivery framework for Council's strategic planning;
- Ongoing advocacy, and
- Decisions of Council.

### 9.2 Timeframes

The Uralla Shire LSPS has an active, foreseeable planning horizon of 20 years. The strategies and actions in this plan accommodate, at least, this 20-year horizon. The implementation of the Uralla Shire LSPS will be an ongoing program of work through the delivery of the identified actions. Each action presented will be delivered over the 20-year timeframe. The delivery of the actions presented will be dependent on Council resources and funding.

## Appendix A – Glossary



ABS	Australian Bureau of Statistics
Climate Change	A change in the state of the climate that can be identified by changes in the mean and/ or the variability of its properties, and that persists for an extended period, typically decades or longer (Garnaut Review, 2008)
CBD	Central Business District
CSP	Community Strategic Plan
DCP	Development Control Plan
DCP	Development Control Plan
DPE&I	Department of Planning, Industry and Environment
EP&A	Environmental Planning and Assessment Act 1979
Employment Lands	Land zoned for industrial or similar purposes. These are generally lower density employment areas containing concentrations 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.
Greenfield	Undeveloped land identified for residential or industrial/commercial development
Infill	Development of unused or under-utilised land in existing urban areas. Most infill development sites are in centres such as the Uralla CBD, offering the possibility of better utilising existing infrastructure to accommodate population growth
IP&R	Integrated Planning and Reporting
LEP	Local Environmental Plan
LGA	Local Government Area
LG Act	Local Government Act 1993
LSPS	Local Strategic Planning Statement
LALC	Local Aboriginal Land Council

## **Appendix B – Relationship to New England North West Regional Plan and the Uralla Community Strategic Plan**

Uralla LSPS – Planning Priority	New England North West (NENW) Regional Plan 2036	Uralla Community Strategic Plan (CSP) 2017 – 2027
<b>PRODUCTIVITY</b>		
5.1 - Support and manage rural landscapes	Planning priority 5.1 and associated actions are consistent with the following in the NENW Regional Plan <ul style="list-style-type: none"> <li>• Direction 1: Expand agribusiness and food processing sectors</li> <li>• Direction 3: Protect and enhance productive agricultural lands</li> <li>• Direction 5: Grow New England North West as the renewable energy hub of NSW</li> </ul>	Planning priority 5.1 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.1 An attractive environment for business, tourism and industry</li> </ul>
5.2 - Support new industries on employment lands	Planning priority 5.2 and associated actions are consistent with the following in the NENW Regional Plan <ul style="list-style-type: none"> <li>• Direction 1: Expand agribusiness and food processing sectors</li> <li>• Direction 6: Deliver new industries of the future</li> <li>• Direction 7: Build strong economic centres</li> </ul>	Planning priority 5.2 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.1 An attractive environment for business, tourism and industry</li> <li>• 2.2 Growing and diversified employment, education and tourism opportunities</li> </ul>
5.3 -Grow creative and artisan industries	Planning priority 5.3 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 7: Build strong economic centres</li> <li>• Direction 8: Expand tourism and visitor opportunities</li> <li>• Direction 17: Strengthen community resilience</li> </ul>	Planning priority 5.3 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.1 An attractive environment for business, tourism and industry</li> <li>• 2.2 Growing and diversified employment, education and tourism opportunities</li> </ul>
5.4- Support the visitor economy	Planning priority 5.4 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 8: Expand tourism and visitor opportunities</li> </ul>	Planning priority 5.4 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.1 An attractive environment for business, tourism and industry</li> </ul>

Uralla LSPS – Planning Priority	New England North West (NENW) Regional Plan 2036	Uralla Community Strategic Plan (CSP) 2017 – 2027
<b>LIVEABILITY</b>		
6.1 - Living in the Uralla LGA	Planning priority 6.1 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 18: Provide great places to live</li> <li>• Direction 20: Deliver greater housing diversity to suit changing needs</li> </ul>	Planning priority 6.1 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 1.1 - A proud, unique and inviting community</li> </ul>
6.2 - Places and CBD designed for people	Planning priority 6.2 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 17: Strengthen community resilience</li> </ul>	Planning priority 6.2 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 1.1 - A proud, unique and inviting community</li> </ul>
6.3 - Celebrate the Shires heritage assets	Planning priority 6.3 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 24: Protect the region’s historic heritage assets</li> </ul>	Planning priority 6.3 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 3.1 To preserve, protect and renew our beautiful natural environment</li> </ul>
6.4 - The land of our first people	Planning priority 6.4 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 22: Increase the economic self-determination of Aboriginal communities 55</li> <li>• Direction 23: Collaborate with Aboriginal communities to respect and protect Aboriginal culture and heritage</li> </ul>	Planning priority 6.4 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 1.1 - A proud, unique and inviting community</li> <li>• 1.3 A diverse and creative culture</li> </ul>



Uralla LSPS – Planning Priority	New England North West (NENW) Regional Plan 2036	Uralla Community Strategic Plan (CSP) 2017 – 2027
<b>SUSTAINABILITY</b>		
7.1 - Protect and restore natural habitats	Planning priority 7.1 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 11: Protect areas of potential high environmental value</li> </ul>	Planning priority 7.1 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 3.1 To preserve, protect and renew our beautiful natural environment</li> <li>• 3.2 Maintain a healthy balance between development and the environment</li> </ul>
7.2 - Adapt to a changing climate	Planning priority 7.2 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 12: Adapt to natural hazards and climate change</li> </ul>	Planning priority 7.2 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 3.2 Maintain a healthy balance between development and the environment</li> </ul>
<b>INFRASTRUCTURE</b>		
8.1 - Protect and enhance freight and transport infrastructure	Planning priority 8.1 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 13: Expand emerging industries through freight and logistics connectivity</li> <li>• Direction 14: Enhance transport and infrastructure networks</li> </ul>	Planning priority 8.1 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.3 A safe and efficient network of arterial roads and supporting infrastructure; and town streets, footpaths and cycleways that are adequate, interconnected and maintained</li> </ul>
8.2 – Managing infrastructure provision	Planning priority 8.2 and associated actions are consistent with the following in the NSNW Regional Plan <ul style="list-style-type: none"> <li>• Direction 16: Coordinate infrastructure delivery</li> </ul>	Planning priority 8.2 and associated actions are consistent with the following in the Uralla CSP <ul style="list-style-type: none"> <li>• 2.4 Communities that are well serviced with essential infrastructure</li> </ul>

Uralla LSPS – Planning Priority	New England North West (NENW) Regional Plan 2036	Uralla Community Strategic Plan (CSP) 2017 – 2027
<p>8.3 Creating a pedestrian friendly Uralla</p>	<p>Planning priority 8.3 and associated actions are consistent with the following in the NSNW Regional Plan</p> <ul style="list-style-type: none"> <li>• Direction 19: Support healthy, safe, socially engaged and well connected communities</li> </ul>	<p>Planning priority 8.3 and associated actions are consistent with the following in the Uralla CSP</p> <ul style="list-style-type: none"> <li>• 1.2 A safe, active and healthy shire</li> <li>• 2.3 A safe and efficient network of arterial roads and supporting infrastructure; and town streets, footpaths and cycleways that are adequate, interconnected and maintained</li> </ul>



Image: Thunderbolt's Statue

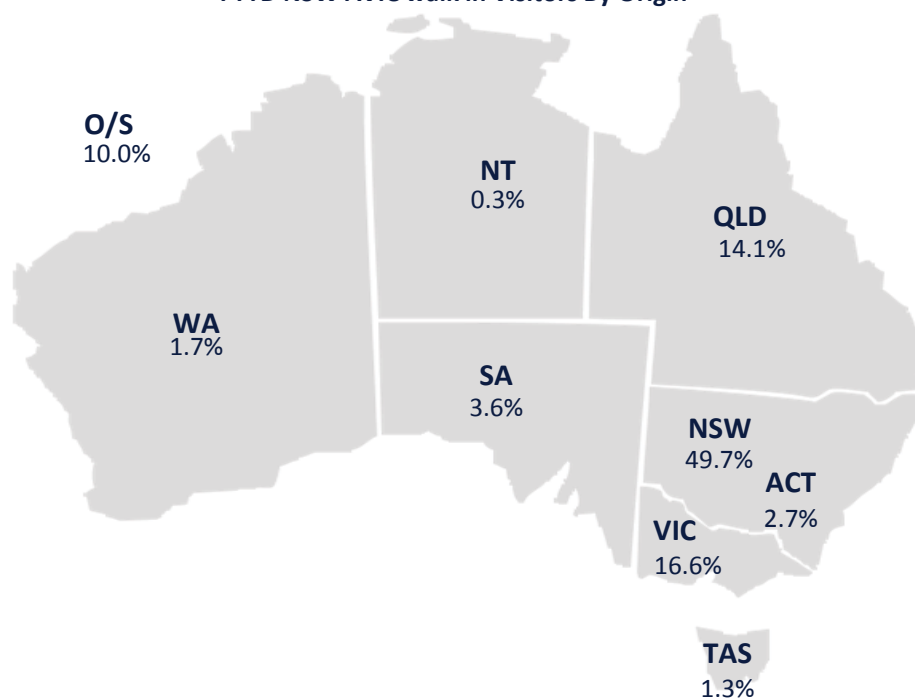
Uralla Shire  
Local Strategic Planning  
Statement



**NSW Total**

Questions	Dec-19	FY20 to date total
Number of walk in visitors	240,542	1,710,886
Number of phone enquiries	20,775	116,034
Number of web and email enquiries	18,320	108,401
Number of Unique Visitors/Users to your tourism website/webpage	438,347	2,876,978
Local Residents	24,566	161,680
New South Wales	40,898	319,644
Victoria	9,282	106,448
Queensland	11,516	90,800
South Australia	1,873	22,831
Northern Territory	303	1,968
Australian Capital Territory	2,233	17,063
Western Australia	1,010	11,152
Tasmania	696	8,637
Overseas/International	12,291	64,209
Gross monthly revenue generated through Tourism Product Sales	\$ 255,836	\$ 1,962,132
Gross monthly revenue generated through Merchandise Sales	\$ 585,089	\$ 3,441,764
<b>Total AVICs</b>	<b>139</b>	
<b>Count of responses</b>	<b>113</b>	
<b>Response Percentage</b>	<b>81%</b>	

**FYTD NSW AVIC walk in Visitors By Origin**



### Country & Outback New South Wales

Questions	Dec-19	FY20 to date total
Number of walk in visitors	46,860	419,753
Number of phone enquiries	4,754	34,794
Number of web and email enquiries	8,289	35,243
Number of Unique Visitors/Users to your tourism website/webpage	60,784	545,687
Local Residents	7,786	42,047
New South Wales	11,753	125,294
Victoria	2,236	42,819
Queensland	5,595	53,781
South Australia	1,043	13,757
Northern Territory	101	1,073
Australian Capital Territory	511	4,034
Western Australia	402	5,404
Tasmania	177	3,864
Overseas/International	1,146	9,050
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 34,353	\$ 511,531
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 159,017	\$ 949,286
<b>Total AVICs</b>	<b>38</b>	
<b>Count of responses</b>	<b>33</b>	
<b>Response Percentage</b>	<b>87%</b>	

### North Coast

Questions	Dec-19	Total
Number of walk in visitors	31,655	220,404
Number of phone enquiries	1,976	9,749
Number of web and email enquiries	4,286	27,961
Number of Unique Visitors/Users to your tourism website/webpage	73,321	497,845
Local Residents	5,347	28,086
New South Wales	9,717	56,134
Victoria	1,080	17,733
Queensland	3,254	20,036
South Australia	132	2,396
Northern Territory	93	352
Australian Capital Territory	67	1,494
Western Australia	195	1,695
Tasmania	204	1,740
Overseas/International	4,016	17,704
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 49,365	\$ 289,362
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 42,310	\$ 153,494
<b>Total VICs</b>	<b>23</b>	
<b>Count of responses</b>	<b>17</b>	
<b>Response Percentage</b>	<b>74%</b>	

### Riverina Murray

Questions	Dec-19	Total
Number of walk in visitors	19,923	140,523
Number of phone enquiries	2,500	14,054
Number of web and email enquiries	2,336	15,663
Number of Unique Visitors/Users to your tourism website/webpage	58,941	311,310
Local Residents	2,811	16,045
New South Wales	4,491	33,319
Victoria	3,753	26,053
Queensland	1,357	6,675
South Australia	424	4,056
Northern Territory	44	219
Australian Capital Territory	380	3,104
Western Australia	187	1,684
Tasmania	162	1,668
Overseas/International	590	2,875
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 16,716	\$ 87,374
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 84,443	\$ 385,694
<b>Total VICs</b>	<b>21</b>	
<b>Count of responses</b>	<b>19</b>	
<b>Response Percentage</b>	<b>90%</b>	

### Southern New South Wales

Questions	Dec-19	Total
Number of walk in visitors	32,027	210,679
Number of phone enquiries	4,071	18,906
Number of web and email enquiries	462	6,845
Number of Unique Visitors/Users to your tourism website/webpage	24,823	176,493
Local Residents	1,807	10,838
New South Wales	3,914	21,390
Victoria	896	9,466
Queensland	398	2,940
South Australia	63	947
Northern Territory	30	97
Australian Capital Territory	784	4,118
Western Australia	79	800
Tasmania	41	510
Overseas/International	1,041	3,832
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 13,423	\$ 72,857
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 77,602	\$ 345,796
<b>Total VICs</b>	<b>15</b>	
<b>Count of responses</b>	<b>14</b>	
<b>Response Percentage</b>	<b>93%</b>	

### Sydney City and Suburbs

Questions	Dec-19	Total
Number of walk in visitors	42,015	181,257
Number of phone enquiries	943	3,647
Number of web and email enquiries	305	1,267
Number of Unique Visitors/Users to your tourism website/webpage	100,890	475,999
Local Residents	1,047	9,266
New South Wales	245	2,990
Victoria	32	265
Queensland	26	191
South Australia	20	74
Northern Territory	2	4
Australian Capital Territory	9	56
Western Australia	21	64
Tasmania	8	22
Overseas/International	335	1,397
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 12,208	\$ 180,308
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 10,350	\$ 52,182
<b>Total VICs</b>	<b>9</b>	
<b>Count of responses</b>	<b>5</b>	
<b>Response Percentage</b>	<b>56%</b>	

### Sydney Surrounds North

Questions	Dec-19	Total
Number of walk in visitors	53,062	440,682
Number of phone enquiries	3,641	21,278
Number of web and email enquiries	1,905	16,880
Number of Unique Visitors/Users to your tourism website/webpage	64,303	443,115
Local Residents	3,494	43,023
New South Wales	8,296	54,200
Victoria	988	7,283
Queensland	626	5,445
South Australia	158	1,254
Northern Territory	19	152
Australian Capital Territory	242	2,470
Western Australia	97	1,127
Tasmania	89	600
Overseas/International	3,716	21,981
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 105,063	\$ 410,782
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 182,979	\$ 1,297,861
<b>Total VICs</b>	<b>23</b>	
<b>Count of responses</b>	<b>17</b>	
<b>Response Percentage</b>	<b>74%</b>	

## Sydney Surrounds South

Questions	Dec-19	Total
Number of walk in visitors	15,000	97,588
Number of phone enquiries	2,890	13,606
Number of web and email enquiries	737	4,542
Number of Unique Visitors/Users to your tourism website/webpage	55,285	426,529
Local Residents	2,274	12,376
New South Wales	2,482	26,316
Victoria	297	2,829
Queensland	260	1,732
South Australia	33	347
Northern Territory	14	71
Australian Capital Territory	240	1,787
Western Australia	29	378
Tasmania	15	233
Overseas/International	1,447	7,369
Gross monthly revenue generated through Tourism Product Sales (combined)	\$ 24,709	\$ 409,920
Gross monthly revenue generated through Merchandise Sales (combined over)	\$ 28,388	\$ 257,451
<b>Total VICs</b>	<b>10</b>	
<b>Count of responses</b>	<b>8</b>	
<b>Response Percentage</b>	<b>80%</b>	