

**From:** [phillip williams](#)  
**To:** [Council](#)  
**Subject:** Armidale Plan 2040  
**Date:** Friday, 6 November 2020 9:39:10 AM

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6.11.2020

Dear Mr. May,

I write to you in response to the public display of the Armidale 2040 Plan.

I was fortunate to be a member of the citizen's panel for the Armidale 2040 plan and I found the two days we spent together with the consultants and ARC staff interesting and informative.

Whilst I understand the plan didn't follow the correct procedures with regards to the LSPS I am pleased you have placed the 2040 plan on public display for comment.

I would like to make the following comments and recommendations.

1. I was one of six members (on my count) of the citizens panel who endorsed the > 3% population growth target.

I strongly encourage ARC to show ambition like other regional centres have done and go for a growth strategy in excess of 3%.

1. This region urgently needs diversification in employment opportunities and I note in the report mention of "Blue collar employment" & "low skilled employment" these need to be areas of focus for ARC, we have land available in across the region for Industry, modern manufacturing and increased value-added agriculture employment options I strongly encourage ARC to focus on this. I also note that the report acknowledges the region relies heavily on Education & Agriculture for employment, lets ensure we protect that whilst chasing other Industries to the region.

I would like to see ARC in conjunction with key stakeholders undertake reverse trade missions to attract new Industries to the region and undertake what is necessary to have the region growing and diversifying in this regard.

1. This region has significant opportunities for tourism, yet I see no strategy in this regard. With our natural attractions in world class National Parks and State Forest to the east of Armidale, our location on the New England Highway between Sydney & Brisbane and access to the mid north coast via waterfall way and indeed the unexplored options of connections to the north western plains there is enormous opportunities waiting to be explored. In addition to this Armidale holding the University and many schools the opportunities to host state & national sporting and academic events must be explored.

I believe ARC should focus on developing immediate actions to Increase tourism to the region

and build on this with a strategy and action plan to host annual large-scale events that harness the existing assets this community holds.

Once again, I thank you for putting the 2040 plan on display, I hope ARC puts an action plan in place to grow and diversify our region and take advantage of the opportunities we have in this region.

Yours Sincerely,

Phil Williams