

# Media Release



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## Regional Strategy – A Positive Outcome for the Mid North Coast

The Urban Development Institute of Australia NSW (UDIA NSW) has outlined its support for the recently released Mid North Coast Regional Strategy, commending the NSW Government on providing a positive framework for growth in the region.

The Mid North Coast Regional Strategy was launched at a UDIA NSW Industry Briefing in Coffs Harbour by Minister for Planning, the Hon Kristina Keneally on Friday 6 March 2009. The Strategy identifies the need for an additional 59,600 new dwellings to support a projected population growth of 94,000 people by 2031, as well as key employment lands and long term conservation outcomes.

UDIA NSW Mid North Coast Chapter Chair and Port Macquarie based consultant, Mr Paul Rowlandson said, “the Regional Strategy provides a balanced approach to growth on the coast, ensuring that we can accommodate the growing population with employment opportunities and an adequate supply of affordable housing.

“No doubt there will be debate in the community over some aspects of the Strategy, however, what’s important is that the strategic framework is in place and we can move forward with some confidence about how the region is going to grow over the next two decades”, said Mr Rowlandson.

“The NSW development industry is suffering. We are consistently underperforming other major states. The industry is producing about half the number of new dwellings that are being built in Victoria. Our current production levels are running at 25% below the historical average and it is having a major impact on our local economy.”

UDIA NSW President, Ms Judy McKittrick said that, “investment certainty is central to ensuring a viable and sustainable development industry on the Mid North Coast. The Regional Strategy provides an important element of certainty for the community and for developers to get on with the job of delivering well planned new communities.

“The development of new communities and the creation of jobs is particularly important in the current economic environment - the residential development industry alone generates \$15 billion of economic activity annually for the NSW economy”, said Ms McKittrick.

UDIA NSW advocates the need for a coordinated approach between the NSW Government and local councils in order to ensure the timely delivery of the Strategy outcomes.

“Current and future generations who choose to live on the Mid North Coast will be the biggest winners from the implementation of this Strategy”, said Ms McKittrick.

Mr Rowlandson said, “UDIA NSW supports a market-driven continuous supply of new housing, led by a robust and credible strategic framework. The Mid North Coast Regional Strategy provides a good step in that direction and an important planning framework to guide future investment in the region.”

UDIA NSW represents the leading participants in the urban development industry with over 550 member companies. A quarter of these members are based in regional NSW.

UDIA NSW's advocacy is focussed on three key themes for the development industry:

- affordability;
- investment certainty; and
- sustainability.

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