

imagine

THE ARMIDALE LIFE

thrive in Armidale



Welcome



WELCOME TO ARMIDALE

Living in Armidale is easy to imagine. Imagine the beautiful home that you would buy for a fraction of the cost of a home in Sydney. Imagine getting to work in 5 minutes, with no traffic jams to contend with. Think about your children walking to school, just around the corner from your home and not feeling worried. Imagine working in an environment where you have the time to see your child receive an award at school. Imagine not having to worry about water restrictions and think how your garden will blossom. Living in Armidale is not a figment of your imagination, it is an everyday reality for thousands of people.

Armidale differs from most inland regional centres because it has a long established university, transforming it from a rural town to a sophisticated and cosmopolitan small city.

Through the University, TAFE, private and public schools the city has become a significant education centre, creating a wider range of jobs and business opportunities than usually found in the country. It has a well educated and diverse population who stimulate change and demand a high standard of living.

There are 60 direct flights between Armidale and Sydney each week and a daily train service. Armidale is serviced by all major coach companies each day enroute to Sydney, Melbourne and Brisbane. The coast is only two hours away along one of the most beautiful scenic drives in Australia.

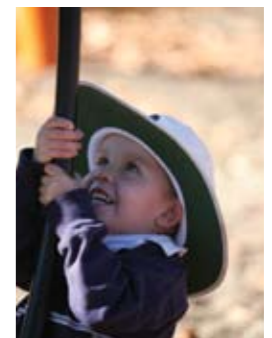
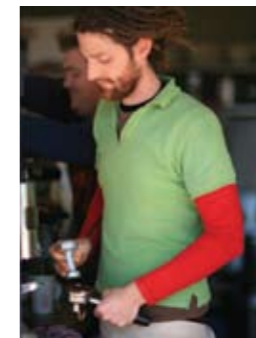
Armidale has the best regional art gallery in NSW outside the main metropolitan cities with major collections valued at over \$40 million. The city has a twin cinema which shows mainstream and art house movies. There is the New England Conservatorium of Music, a Symphony Orchestra, a Youth Orchestra, a biennial Bach Festival and several choral groups. The Armidale Playhouse Theatre, Armidale Musical Society, Stage One Theatre for Children and the University of New England Department of Theatre Studies perform regularly during the year.



The University of New England has established a Rural Medical School with an intake of 60 students each year. As a result the local health service has attracted more medical specialists than ever before and the local hospital will be upgraded for tertiary teaching purposes. A private hospital is also located in the grounds of the public hospital.

The city has first class sporting facilities. For those who like the outdoors there are hobby farms on the outskirts of the city to follow rural pursuits, bushwalking in nearby world heritage national parks, trout fishing, white water rafting, sailing in Malpas Dam, Heli-fishing and abseiling.

As for business, there are many successful business enterprises in Armidale related to university research and education, to farming and grazing, professional services, retail, manufacturing and information technology. Many Armidale businesses are involved in thriving global ventures. We welcome your interest and inquiries and encourage you to come here to live and work.



THE ARMIDALE ECONOMY

With significant growth in many sectors of the city, Armidale is experiencing a revival as a regional economic force. It has been identified as one of only 20 centres in Australia with an abundant long term water supply and its cool mountain climate is regarded as a major advantage with climate change on the horizon.

Armidale's strength lies in education, agriculture, retail and professional services. These industry sectors employ a significant portion of the labour force and position Armidale as a knowledge based regional service centre with significant export potential.

The Armidale Dumaresq Local Environmental Plan (LEP) has been designed to meet a growing demand for more residential, rural residential, commercial and industrial land now and in the future.

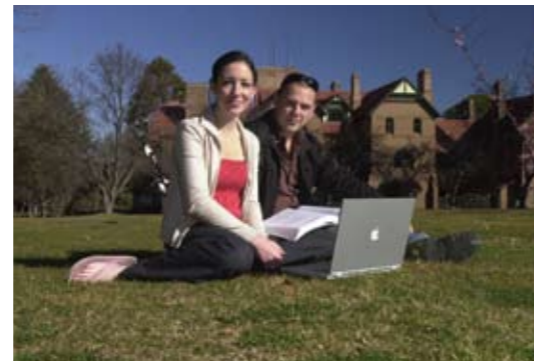
Over the years, the city has enjoyed unprecedented economic expansion including construction of the largest Coles Supermarket complex in NSW and the opening of two major shopping centre developments including a new Woolworths Supermarket and Big W, an investment of \$66 million and the refurbishment of the Armidale

Plaza which includes Kmart and Country Target. A new \$9 million police station has been built and the Armidale TAFE has had a \$4.5 million upgrade.

Plans are underway for a \$6 million bulky goods retail centre with a Bunnings Hardware Store. A new Court House is also being planned. Two new nursing homes have been built, new inner city residential / retail developments have been taken up and an \$8 million residential estate for retirees is under construction.

To fast-track new developments Armidale Dumaresq Council has established a Rapid Response Unit to provide advice and assistance on significant or employment generating development proposals. Council will be happy to discuss a flexible range of economic incentives for industries and projects with a potential for significant growth in the region.

The food and wine tourism sector as well as the fast growing professional business sector is considered of major importance. Armidale has attracted more professionals to the city over the last few years than at any time in its history.



BUSINESS SUPPORT SERVICES

ARMIDALE DUMARESQ COUNCIL

Armidale Dumaresq Council's Economic Development Office should be your first point of contact. The Economic Development Manager together with Council's General Manager are responsible for all economic development strategies and projects including facilitating industry involvement and attracting new opportunities and programs.

Armidale Dumaresq Council established the Rapid Response Unit (RRU) in 2007 to ensure that significant developments could be fast tracked at a high level within the necessary regulatory guidelines. The Rapid Response Unit is focussed on assisting large developments or those developments that encourage job growth within Armidale.

Armidale Dumaresq Council Rapid Response Unit

- General Manager
- Director of Planning & Environmental Services
- Director of Engineering & Works
- Economic Development Manager

Contact: Mr Kevin Abey, Economic Development Manager
 Telephone: +61 2 6770 3600
 Mobile: 0428 211 388
 Facsimile: +61 2 6772 9275
 Email: kabey@armidale.nsw.gov.au

NEW ENGLAND NORTH WEST BUSINESS ADVISORY SERVICE

The New England North West Business Advisory Service, supported by the NSW Department of State & Regional Development, delivers confidential business information, assists in the development of business plans and fosters networking among businesses. In addition to running the New Enterprise Incentive Scheme (NEIS) program the NENWBAS assists with the development, facilitation and delivery of strategic, business, marketing and operational plans for organisations, businesses and individuals.

Contact: The Chief Executive Officer
 Telephone: +61 2 6771 2556
 Facsimile: +61 2 6771 3246
 Email: diane@bec.com.au

NSW DEPARTMENT OF STATE & REGIONAL DEVELOPMENT

The Armidale office of the NSW Department of State and Regional Development fosters new and emerging industries and assists existing industries, encourages and supports community economic development and helps individual businesses to expand and grow in terms of jobs, investments or exports.

Business development programs include assistance with technology, export growth, business and marketing plans, e-commerce opportunities, developing marketing materials and tools, business relocation and/or expansion and capital raising.

Contact: The Office Manager
 Telephone: +61 2 6771 3284
 Facsimile: +61 2 6771 3286
 Email: christine.stanberg@business.nsw.gov.au

NORTHERN INLAND REGIONAL DEVELOPMENT BOARD

The Northern Inland Regional Development Board (NIRDB) is funded by the NSW Department of State and Regional Development to facilitate economic and regional development projects and activities in the New England North West Region of NSW. The NIRDB promotes regional development initiatives in the New England North West and provides advice to the NSW Government and the Minister for Regional Development on important regional and economic development issues and initiatives. It involves local councils in regional economic development through project partnerships and encourages participation in NSW Government regional economic development forums.

Contact: The Executive Officer
 Telephone: +61 2 6771 3284
 Facsimile: +61 2 6771 3286
 Email: nirdb@nsw.chariot.net.au

INFRASTRUCTURE

TELECOMMUNICATIONS

Armidale has fibre optic cable and advanced switching technology. It offers access to the same range of telecommunications services as any major metropolitan centre in Australia.

Broadband capacity in Armidale includes ADSL1 and ADSL2 with Business Grade DSL also available to businesses if required. Telstra can offer a high performance, carrier grade, dedicated connection to one of the largest Internet backbones in Australia and has a wideband IP Point of Presence (PoP) providing optical fibre based Wideband connectivity for Business & Government customers.

Telstra's mobile coverage is provided through its Next G network with Base Stations located in Armidale, Kelly's Plains, University of New England and Little (Mt) Duval. The Next G network enables wireless voice and data transmission throughout the region where mobile coverage exists.



AIR SERVICES

It takes about one hour to travel by air from Sydney to Armidale. Qantaslink operates 60 flights per week between Armidale and Sydney using fully pressurised Dash 8 (50-seat) aircraft.

Armidale Regional Airport has a modern airport terminal, free car parking and is located only a few minutes from the Armidale CBD. The airport has a petrol station and is home to a number of aviation businesses including Armidale Airways, Fleet Helicopters, Super-Air, Edwards Aviation VIP Jet Charter and others.

FREIGHT SERVICES

Armidale is serviced by major road and air freight service providers including Toll Holdings, Australian Air Express, TNT Freight as well as other local and regional freight operators.

Freight operators provide overnight freight services between Sydney, Brisbane and Newcastle as well as many regional destinations including towns within the New England North West region of NSW and the coast.

COACH & BUS SERVICES

Armidale has a number of major coach services operating enroute to and from Sydney, Brisbane, and Melbourne, inland and coastal NSW. Buses provide urban transport within Armidale and to / from the University of New England.

countryenergy



RAIL SERVICES

Armidale has a daily Countrylink XPT Service to / from Sydney. The Railway Station is located on the fringe of the Armidale CBD.

PUBLIC HOSPITAL

The Armidale Public Hospital has recently undergone an \$18 million redevelopment including upgrades of its Intensive Care and Renal Dialysis Units. The hospital has a surgical ward, medical ward, paediatric ward, obstetric unit, day surgery unit, rehabilitation ward, psychiatric unit and intensive care unit.

It is used by the University of New England's new Rural Medical School students and tutors and has attracted a strong contingent of medical specialists.

A privately operated recent generation CT scanner is located in close proximity to the hospital. There are over 30 general practitioners in Armidale who form a friendly and close-knit medical community that interacts well both professionally and socially.

PRIVATE HOSPITAL

The Armidale Private Hospital is located adjacent to the public hospital and was opened in 1998. It includes a 32-bed ward area and two operating theatres. Currently the private hospital has local specialist physicians, paediatricians, an orthopaedic surgeon, an ophthalmologist and pathologist, as well as general surgeons and anaesthetists.

WATER

Armidale has the capacity to provide water for a population of 70,000 people. Armidale has had no water restrictions



and even at the height of the drought its supply never fell below a four-year capacity. Armidale's surplus water resource is available to meet industry needs.

The city's water resources include normal treated water, untreated water from supply reservoirs and grey water with applications that could create new industries or expand existing enterprises.

Armidale welcomes business ventures that would produce good returns per unit of water and, if feasible, have the potential to generate employment through further processing or multi-faceted ventures that can pass water from one activity to another.

ENERGY

Armidale is served by Country Energy which manages Australia's largest power supply network. The energy company offers a full range of services that provide an edge, regardless of the size of the business or industry. It tailors flexible green energy contracts to help meet emission targets, offers natural and bottled gas, Internet services, LPG, energy efficiency advice and other specialised services.

In addition, Armidale has access to gas (Elgas and Kleenheat) and other sources of energy including solar energy.



EDUCATION—FROM KINDY TO PHD

Armidale's excellence in education is well recognised from pre-school to university level.

The University of New England was the first Australian university established outside a capital city. With a history extending back to 1938, UNE has a well-earned reputation as one of Australia's great teaching, training and research universities.

Its graduates consistently rate their experience at UNE highly, a reflection of the University's commitment to student support. More than 75,000 people now hold UNE qualifications, with many in senior positions in Australia and overseas.

Armidale is known for the strength and breadth of its educational institutions.

- University of New England (UNE)
- New England Institute of TAFE (Armidale)
- Three private day and boarding schools
- Eight public primary schools
- Two public high schools
- Catholic primary and high school
- Rudolf Steiner School
- Montessori School
- Minimbah Aboriginal School
- New England Conservatorium of Music (NECOM)
- Armidale Film & Television School
- Preschools
- Various Community Education Programs & Centres



UNIVERSITY OF NEW ENGLAND

Since it was established in 1938 as the first regional university in Australia the University of New England (UNE) has worked closely with its surrounding local communities. It is the largest employer in the New England / North West region and plays a significant role in local economic development through its partnerships with business, agriculture and cultural and community groups.

UNE works cooperatively with its local, national and international business partners to address key issues facing business today. Many organisations benefit from partnerships with UNE which might include access to the University's research and teaching resources, technology, physical resources and networking opportunities.

UNE can provide commercial organisations with direct access to collaborative and contract research, consulting, joint ventures, facilitation of start-up companies, technology transfer and commercialisation services.

A number of businesses are located on UNE campus specifically to take advantage of the proximity of physical resources including laboratories, as well as being close to expertise, skilled professionals and labour.

In 2008, UNE entered a partnership with the University of Newcastle to establish a Joint Medical Program with 60 medical students a year enrolled at the Armidale campus.

UNE is well connected to the World Wide Web via a high speed, 155 mbps link, enabling high speed search and seamless video conferencing and Voice over Internet Protocol (VoIP) as well as other business and research applications.

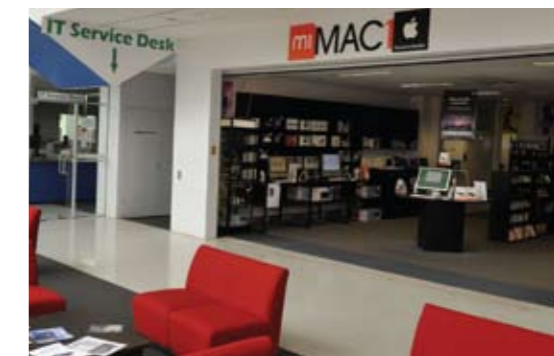
UNE has 15 research centres with expertise in economics, water policy, agriculture, social science, rural futures, law, local government, business, animal health and welfare, environmental science, sustainable farming systems and molecular biology.

UNE is also involved in six national Cooperative Research Centres (CRC's) for industry-focussed research in the Cotton Industry, Australian Poultry, Australian Sheep Industry, Beef Genetic Technologies, Viticulture and Australian Weed Management.

The UNE Graduate School of Business (GSB) offers a distance education MBA designed to meet the

professional needs of busy managers. The UNE is one of Australia's most experienced institutions in distance education and for setting standards for academic learning across the world.

Contact: The Chief Development Officer
 Telephone: +61 2 6773 3333
 Email: cdo@une.edu.au
 Web: www.une.edu.au



NEW ENGLAND INSTITUTE OF TAFE – ARMIDALE

The New England Institute of TAFE is a Registered Training Organisation (RTO) that is recognised throughout the New England and North West of New South Wales as the most important and significant provider of vocational education and training in the region.



The Armidale Campus specialises in agriculture, animal care, automotive, business administration, childcare, building & construction, horse industry, arts & graphic design, fitness, information technology (including multimedia), manufacturing & engineering, tertiary preparation, biological science, multimedia, massage therapy, tourism, travel and hospitality.

TAFE NSW – New England Institute (NEI) qualifications are highly regarded internationally. A large number of New England Institute courses also give you advanced standing toward a university degree. New England Institute has agreements with a number of Australian universities which give students recognition for their studies.

New England Institute offers educational flexibility and choice in an educational environment that is straightforward and easy to adapt to. Our dedicated teachers take a practical approach to helping students discover and achieve their own potential, and students are strongly encouraged to try new things and face challenges. NEI students find their qualifications give them a competitive edge in the workplace as well as a great deal of personal satisfaction through the enjoyment of their studies and the friendships they make on campus.

Our focus is on customer service, keeping in mind that lifelong learning is one of the keys to personal growth. Our staff are all skilled professionals who have excellent technical skills and who have been given extensive training in modern learning and assessment techniques. A range of support options enhance our excellent teaching. We have modern libraries, active student associations, support for people with disabilities and a unit dedicated to providing opportunities for indigenous Australians.

TAFE Armidale provides:

Modern technology for that competitive edge with comfortable and modern classrooms, workshops, study rooms and laboratories.

Access to a range of up-to-date learning materials including modern libraries with internet access, on-line catalogues and access to electronic databases.

Contact: Mr Blair Chalmers
Campus Operations Manager

Telephone: + 61 2 6773 7758

Email: blair.chalmers@tafensw.edu.au

Web: www.newengland.tafensw.edu.au/location/armidale



EDUCATION – PRIVATE SCHOOLS

Armidale has been home to three of the most prestigious independent day and boarding schools in Australia since 1887. Outstanding academic results reflect the highly motivated learning environment offered by these schools.

THE ARMIDALE SCHOOL (TAS)

The Armidale School is an Anglican day and boarding school with over 600 students, consisting of a co-ed Junior School (T-5), an award winning Middle School (Yrs 6-8) and Senior School (Yrs 9-12). This structure, along with small class sizes, enables staff to know and understand each child and their needs.

The academic program provides for individual acceleration or remediation to ensure that each student is provided with the opportunity to achieve. Underpinning the academic emphasis is a strong IT focus offering a 1:1 Laptop program.

The education of the "whole" student has been a key feature and strength of The Armidale School throughout its history.

We remain committed to a broad, liberal education that focuses on individual development promoting self-esteem and confidence to tackle new challenges.

Whether it be creative arts, sport, service or adventure activities, traineeships or international exchange, it is the business of the school to help find and support each boy's involvement in worthwhile and personally important endeavours.

The boarding environment reinforces our belief in the importance of the secure family unit by creating a home away from home. TAS continues to regard the boarding experience as an educational and social advantage where students learn independence, responsibility and consideration for others as well as developing a strong spirit. For further information please contact the Registrar:

Telephone: +61 2 6776 5800 or 1800 677 303

Email: info@as.edu.au

Web: www.as.edu.au





NEW ENGLAND GIRLS' SCHOOL (NEGS)

New England Girls' School has proven itself time and again to be leader in girls' education since it was established in 1895 as a boarding school.

Today, our day students outnumber residents but NEGS remains one of the largest girls' residential education communities in the Southern Hemisphere. Situated on 50 hectares of parkland, our campus boasts modern facilities, bedroom accommodation (no dormitories) with wireless broadband access, beautiful heritage-listed buildings and on-campus Equestrian Centre.

We offer accelerated learning and gifted and talented programs, while our close links with the University of New England gives our high flyers the opportunity of studying university units in Year 12. We have diverse music and performing arts programs and our Student Services Centre attends to the individual needs of students. An education at NEGS really is the experience of a lifetime.

Telephone: +61 2 6774 8700
 Email: enrolments@negs.nsw.edu.au
 Web: www.negs.nsw.edu.au



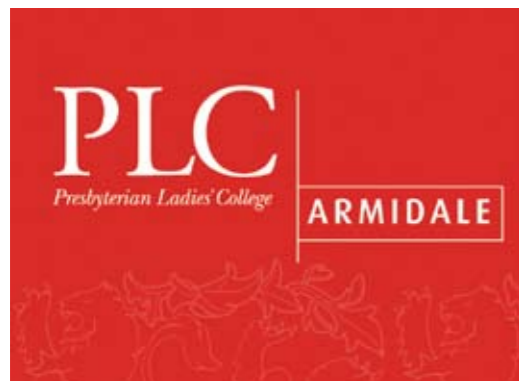
PLC ARMIDALE

A place to nurture and celebrate the uniqueness of girls and to challenge them to aspire to reach their full potential. Established in 1887, Presbyterian Ladies College (PLC) Armidale caters for Pre Primary to Year 12 girls. It is a day and boarding college which is consistently rated in the top 200 schools in New South Wales in the Higher School Certificate.

Sitting on the northern edge of Armidale, PLC Armidale is set amongst beautiful gardens with sweeping views over the town. The school prides itself on its academic excellence and also for the quality of its graduates – confident, caring and connected students, whose talents are nurtured in the warm, family atmosphere of the school.

The best thing about our school? The students love coming here. School Tours and Experience Days offered to day and boarding students give a wonderful insight into what PLC Armidale has to offer. For further information please contact the Director of Admissions.

Telephone: +61 2 6770 1700
 Email: office@plcarmidale.nsw.edu.au
 Web: www.plcarmidale.nsw.edu.au



EMPLOYMENT IN ARMIDALE

Armidale offers many employment and business opportunities across various industries including education, retail, trades and professional services. As a regional city, Armidale has the necessary supporting infrastructure for business such as telecommunications, regular air services, water, land and a highly educated workforce. Combine this with excellent educational and lifestyle opportunities, it is not hard to see why Armidale is becoming the "oasis change" destination for many people.

There are many opportunities for full and part time job seekers through the various Employment Service Agencies as well as directly through the major employers in Armidale – Jobs Australia, Best Employment and Joblink Plus. The global skills shortage presents potential job seekers with opportunities to secure employment in various industry sectors.

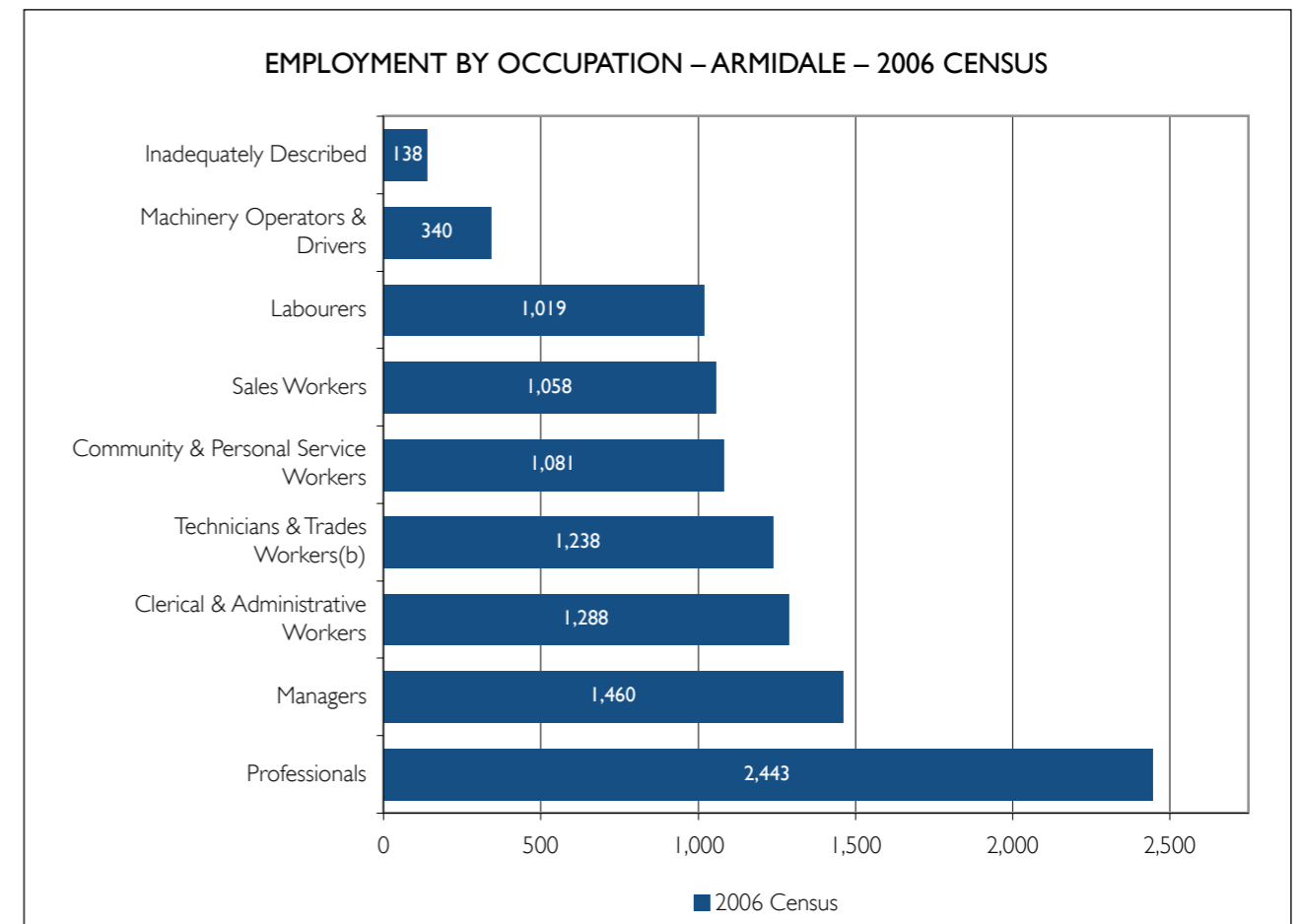
Armidale is a very diverse city and with that comes a diverse range of employment opportunities.

EMPLOYMENT AGENCIES

Best Employment	(02) 6771 3795
Jobs Australia	(02) 6776 0104
Joblink Plus	(02) 6771 5380

MAJOR EMPLOYERS

University of New England	www.une.edu.au
NSW Government	www.jobs.nsw.gov.au
Commonwealth Government	www.apsjobs.gov.au
Hunter New England Health	www.hnehealth.nsw.gov.au
Armidale Dumaresq Council	www.armidale.nsw.gov.au





Lifestyle

RETAIL IN ARMIDALE

The retail sector has been one of the drivers of growth in Armidale in recent years with three large shopping centres hosting most well known national chains. New Coles and Woolworths supermarkets have been built and both K-Mart and Big-W stores are attracting shoppers from around the region.

Armidale is well served with many independent retail stores including coffee shops, deli-cafés, bookshops, and an eco-store. There are also many exclusive fashion stores,

several arcades with small independent retailers and a bustling mall in Beardy Street nestled amongst heritage listed buildings creating an atmospheric heart to the city.

Armidale is fortunate to have its entire retail centre all within easy walking distance providing access to all shops and services. Armidale's retail sector is also served by many bulky goods retailing outlets and the city is continuing to develop into a regional shopping hub attracting shoppers from over a 100 kilometre radius.



REAL ESTATE IN ARMIDALE

Armidale's real estate market continues to perform well despite the market downturn in Sydney and higher interest rates. In the last ten years ending 2007, the average annual capital growth for residential real estate in Armidale has been 9.1% per annum.

The level of development in Armidale including the four shopping centres – Centro Armidale (Woolworths Supermarket & Big W), Armidale Plaza (Kmart & Country Target), Eastend Shopping Centre (Coles Supermarket) as well as the Beardy Street Mall has caught the interest of many treechangers and investors.

Housing is still very affordable in Armidale. The median price for residential real estate is \$275,000. A mid market four bedroom home, with ensuite and double garage will range from \$350,000 - \$450,000.

Rural residential properties are highly sought after in Armidale. A four bedroom home on a 5 – 10 acre property with town water in close proximity to the Armidale CBD will range from \$500,000 - \$750,000.

The demand for rental accommodation is set to continue particularly with the growth in the general population of Armidale and number of students at the University of New England with initiatives such as the new Rural Medical School. Investment properties start from \$175,000 with a gross return of between 5% - 6%.

For a list of Real Estate Agents in Armidale, please see the Armidale Region Website www.armidaleregion.com.au.





culture

ARTS & CULTURE

Armidale mirrors a metropolitan city in the diversity and depth of its arts and cultural activities. Historically, it has been fortunate with its leaders and philanthropists and their determination to forge a multicultural and sophisticated centre in the inland.



From its early days the city took on a distinctive character with its public and private buildings through the work of noted colonial architects Horbury Hunt (St Peters Cathedral and Booloomimbah) and Sir John Sulman (The Armidale School) and others. Another was added



in 1929 when the first teachers college outside Sydney was built in Armidale, a magnificent Italianate structure overlooking the city.

Between 1929 and 1948, Sydney philanthropist Howard Hinton bestowed more than 1,000 works by Australia's best known painters to the Teachers College. That collection now valued at \$40 million is housed in the New England Regional Art Museum (NERAM) along with the Coventry and NERAM collections. NERAM is recognised as one of the leading regional art galleries in Australia, just as Hinton intended.

Growth of the University of New England from a college of Sydney University in 1938 altered Armidale's demographic. Academics and students merged with the local population to engage in music, theatre, art and writing. This impetus generated the cultural riches the city has today.

The Teachers College is now the base for the New England Conservatorium of Music (NECOM), the TAFE Film & Television School, UNE Partnerships and the UNE Department of Music. The musical community is closely linked through the Armidale Symphony Orchestra, an Armidale Youth Orchestra, the New England Guitar Ensemble, Fiori Musicali and many choral and other musical groups. There are also the biennial New England Bach Festival, Musica Viva concerts, jazz concerts and many local and other recitals.

Each year the Armidale Drama & Musical Society stages a major musical. "Sweeney Todd" and "Titanic" were recent productions. The Armidale Playhouse and UNE Theatre Studies stage regular performances as do other groups including local schools and colleges. Oz Opera performs in Armidale every two years. Stage One conducts drama, dance and circus classes for young people.

Armidale has a twin cinema with a mixed program of art house and mainstream movie programs. An International Film Festival is held annually at the cinema. The New England Writers Centre has an annual schedule of events including tours and workshops from notable writers and poets as well as promoting regular interaction between local writers. Poetzinc meets regularly for local poets to share their work and UNE holds many public lectures both on campus and in the city.



TOURISM

At an elevation of almost 1,000 metres above sea level, Armidale is Australia's highest city. Winter is a great time for walking and Armidale is an ideal base for exploring the natural attractions of the New England region. Within 90 minutes drive of Armidale are three World Heritage Listed National Parks – The Oxley Wild Rivers, New England and Dorrigo National Parks.

The closest national park is Oxley Wild Rivers where you can see some of the most spectacular gorges and waterfalls in Australia. Dangars Gorge is just 20 minutes drive from Armidale and Wollomombi Gorge, with the second highest waterfall in the Southern Hemisphere, is only 30 minutes from town along the Waterfall Way.

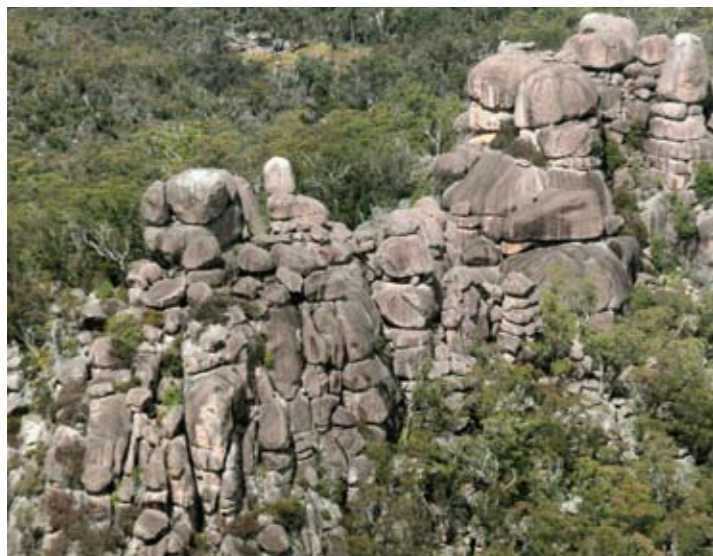
An hour's drive east of Armidale is Cathedral Rock National Park, which offers great walks and nearby is wild and rugged New England National Park, where you can walk amidst Snowgums, Banksia or Antarctic Beech forest, where the views on a clear day are simply breathtaking.

GUIDED TOURS

Armidale is one of the few towns in Australia to offer a free guided tour of the town's attractions. The two-hour guided tour includes stops at the New England Regional Art Museum, the Railway Museum and the University of New England.

OUTDOOR ACTIVITIES & TOURS

Armidale offers some of the best trout fishing available in the country amongst many secluded and pristine waterways. And for those who wish to fully experience Armidale's magnificent gorge country, a helicopter flight will delight.



NEW ENGLAND REGIONAL ART MUSEUM

NERAM has been described as the "jewel in the crown" of Australia's regional gallery network. It was opened in 1983 and houses three significant collections, - the Howard Hinton Collection, the Chandler Coventry Collection and the NERAM Collection, which collectively form the most comprehensive and renowned compilation of 20th century Australian art.

NEW ENGLAND WINE REGION

The New England wine region is offering a new element of excitement to the Australian wine industry. With its high altitude and cool winters, it is producing wines of a distinctive style.

"There is no other region which has come on stream with so much to offer as the New England. Variations in altitude, aspect, degree of slope and soil type give vignerons a wide choice of variety and wine style." James Halliday.

Armidale Visitor Information Centre
Address: 82 Marsh Street, Armidale NSW 2350
Telephone: 1800 627 736
Web: www.armidaletourism.com.au

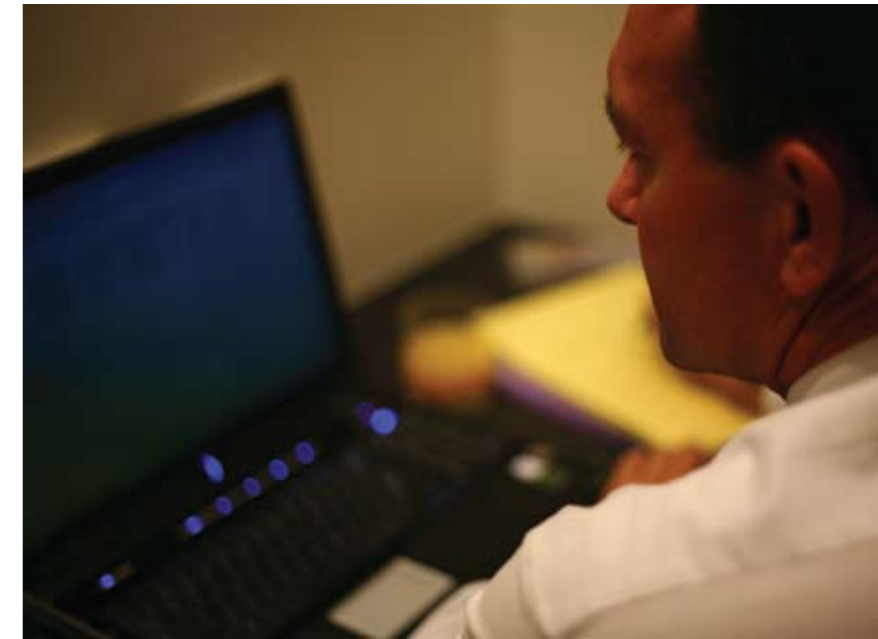
RURAL INDUSTRIES

Armidale Dumaresq and the surrounding district is renowned for producing some of the best fine wool in Australia. Each year the New England Wool Expo and The Australian Wool Fashion Awards (TAWFA) are held in Armidale to promote the local industry.

Fat lamb and cattle enterprises are just as prominent. The strength of these local primary industries has led to many research programs and partnerships between local farmers and the University of New England, CSIRO Chiswick, Private Research Organisations and the local Department of Primary Industries.

In more recent times cool climate wine growing has expanded in the region. Armidale is the major population centre for the newly declared New England Australia Geographic Indicator. This means the area has been recognised as a distinct national wine growing region.

Several wineries and cellar doors including Petersons, Merilba Estate, Thunder Ridge, Whyworry Wines, Glenhoya Wines, Boorolong Road Estate and others are attracting strong interest from wine enthusiasts and visitors to the region. Diverse enterprises in aquaculture, pome fruits, berries, olives and alpacas are also a feature of the area.



PROFESSIONAL SERVICES

According to the latest Census data – Industry of Employment by Occupation, Armidale has the highest number of employed professionals (24%) as a percentage of working population, compared to the largest NSW inland regional cities or NSW as a whole.

Many professional firms in the legal, finance, education, research, science, consulting and technical industry sectors are based in Armidale due to the availability of supporting infrastructure and links to the knowledge base of the University of New England and other research based organisations. Most professional firms service regional and metropolitan markets with many involved in global ventures.

Combining the infrastructure and support that is available, together with excellent lifestyle opportunities, it is not hard to see why many professionals choose Armidale as their home.



■ TESTIMONIAL
KYLIE MITCHELL DESIGN

After completing her primary and secondary school education in Armidale, Kylie Mitchell moved to Brisbane to study building design and worked in the industry focusing on residential housing.

"I had always been very interested in housing design and had already renovated my first home before moving into the building and design industry", says Kylie. "I worked for 5 years with a design company, working my way up to office manager and then lead designer. In that time, I achieved, in co-operation with my employer, 2 design awards", adds Kylie.

"I decided to return to Armidale for a number of reasons. Firstly, to be closer to family. Secondly, I had watched with interest how the property market was developing in Armidale and realised that there could be opportunities for people with my skills and experience. Thirdly, while we had enjoyed the inner city lifestyle, my family and I were ready for the relaxed lifestyle that Armidale had to offer".

Kylie Mitchell Design offers design services for home extensions, renovations and new home design. I consult closely with clients about their individual needs and lifestyle. I also offer advice on environmental and passive design options, colour consultancy and interior finishes.

Making the move from Brisbane to Armidale has been a wonderful experience for my whole family. Not only has my business been established quickly with the help of the community, but my children have become involved in activities that they had previously been unable to do in the city. The tree change for us has been a success personally, educationally and professionally.

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■ TESTIMONIAL
NEW HORIZONS & EDALIVE

Operating in Armidale since 1988, EdAlive (creators and distributors of high-quality educational software and New Horizons (software retailing) have been supplying schools and individuals in Australia, New Zealand, United Kingdom and beyond.

The company is another example of a successful international business based in Armidale.

It has won numerous national and international awards including the Premier's NSW Exporter of the Year (Category Winner) and two iAwards, and its software has also taken out international BESSIE, EDDIE, iParenting and AEP Distinguished Achievement awards. Both businesses provide parents and teachers with the technology tools to foster educational excellence.

"Our businesses are diverse and built on a reputation for reliability, breadth of knowledge and outstanding customer service," says the company's Managing Director, Graham East. "We continue to be recognised as leaders in our industry and have recently negotiated licensing agreements with a number of partners."

Mr East is a keen advocate of Armidale as a business base and for its way of life.

"Armidale provides unique business, educational and lifestyle opportunities," he says. "The low cost of real estate compared to major cities together with the educational and other opportunities associated with a university town like Armidale is attractive to business professionals and young families alike."

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■ TESTIMONIAL
PETALS NETWORK

From Garage to Global Glory in Armidale! Starting as a small florist in Armidale in 1992, Petals has become one of the leading international florist exchange hubs, relaying orders for flowers across the world to over 70 countries through its international websites.

Petals have won many awards, some of which include Small Business of the Year; Best Supply Chain Award, NSW Regional Exporter of the Year and BRW Top 100 Fastest Growing Australian Businesses.

Petals utilises clearing-house technologies, conducts transactions in seven currencies and uses the services of 27,000 florists throughout the world. To better serve the global market, it operates three shifts with a total of 22 employees.

"We're not setting out to be the biggest but we are setting out to be the best," says Chief Executive Scott Williams. "The best to us means fast order processing, simple systems and profitability for our florists and for us. We're convinced that if we concentrate on being "better", the "bigger" will look after itself,"

"We chose Armidale because of lower business costs but we also found that we had very low employee turnover resulting in reduced training costs," he explains. "This meant that we could ensure high service standards for maintaining real time operations particularly for our overseas market."

"But I think that one of the key attributes of Armidale is that not only do we enjoy lower business costs and access to quality and skilled staff but Armidale offers a certain lifestyle that is rarely available in other regional towns."

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■ TESTIMONIAL
INTERNATIONAL AIRLINE CREWING (IAC)

International Airline Crewing (IAC) is an Aviation Crewing, Air Operator and Aviation Management Consultancy supplying crews and aviation expertise to major international airlines, airports and the civil aviation industry in addition to providing expertise and personnel to the professional services sector globally.

IAC typifies the high level of marketing and professional expertise required in the world of commercial aviation and professional services. Captain Paul Moxham, founder and Chairman of the IAC Group of Companies, established IAC in Armidale in 1988. IAC staff and consultants have extensive experience in commercial and military aviation at the highest level.

IAC currently provides in excess of 150 pilots and crew as well as management consultancy expertise to airlines, government and commercial enterprises throughout the world.

"With technology, IAC is ideally positioned to market its expertise globally with highly experienced staff in offices located in Australia, New Zealand and the Pacific," Captain Moxham says.

His daughter Tara Moxham-Jarvis, Director Group Operations, is also keen about the city. She attended New England Girls' School and the University of New England and after working in Europe returned to Armidale.

"Armidale is quite different to other country towns," she says. "It offers the business, lifestyle and education opportunities of metropolitan cities plus the benefits and qualities of a beautiful rural town."

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■ TESTIMONIAL
EA SYSTEMS

Dr Simon Lott and Jenni Lott founded EA (Environmental & Agricultural) Systems in 1995 to provide professional and technical services in environmental and agricultural science and engineering throughout Australia and overseas. EA Systems has a team of highly qualified civil, environmental and agricultural engineers, agricultural, soil, and environmental scientists, geologists and technicians.

With its head office in Armidale, EA Systems has grown rapidly and now services its clients from four offices in three states.

"Our success has been achieved through a multidisciplinary approach which allows EA Systems to provide clients with high quality solutions to a wide range of complex environmental and agricultural issues," says Managing Director Dr Simon Lott.

He says he based the company in Armidale because of the highly educated workforce and the professional links with the University of New England. He found this combined with Armidale's low business costs extremely attractive.

"We could easily be based in Sydney or Brisbane but from a business point of view, the educated workforce, low business costs and the fact that we are close to our rural client base is very important," he says. "From a personal point of view, it's hard to beat the lifestyle here in Armidale.

"It is truly a city of four seasons with the most magnificent autumns you can imagine. We enjoy the lifestyle that Armidale offers with fine schools, good retail services and low cost real estate compared to major cities. We also have the opportunity to enjoy ourselves, taking time off to go camping in the many national parks around Armidale or hitting the beaches which are within two hours drive."

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■ TESTIMONIAL
AGRICULTURAL BUSINESS
RESEARCH INSTITUTE (ABRI)

After moving to Armidale in 1965, Dr Arthur Rickards, Managing Director of the Agricultural Business Research Institute (ABRI) has helped to change the face of the Australian and International Beef Industry. As the world leader in Livestock Information Systems, the Institute is an example of a successful global business operating from Armidale which has become one of the largest employers in the city outside government.

ABRI conducts research and consults to public and private organisations and provides managerial services and information to primary producers, with special emphasis on the needs of livestock industries. It offers a wide range of agribusiness information services including comprehensive breed register software that meets the needs of modern livestock producers. The ABRI register is used by 100 breed associations worldwide with over 35 million animals recorded on its database covering 8 different animal species.

"Whether you run a small or large international business, Armidale offers the necessary business infrastructure together with an enviable lifestyle that many people long for," Dr Rickards says.

He and his wife Deidre share a passion for the arts and he regards helping to establish the New England Conservatorium of Music (NECOM) in Armidale, as one of his more notable accomplishments.

"Armidale offers tremendous educational, arts and cultural opportunities that are rarely seen in any Australian regional centre," Dr Rickards says. "NECOM provides musical opportunities to over 3600 students and is truly a conservatorium without walls that is actively extending its services throughout the region."

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