



Heart of the Mallee

INVEST KAROONDA EAST MURRAY



District Council of Karoonda East Murray

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Fast Facts - Overall

- Population:** 1,163 *Census 2006
- Area:** 4,404 sq km
- Location:** 90 minutes east of Adelaide, 7 hours west of Melbourne.
- Roads:** On the B55 Highway linking Murray Bridge and Tailem Bend to the Riverland.
- GPS:** Long: 35.09 S Lat: 139.89 E
- Rainfall:** 350 mm
- Elevation:** 100 metres above sea level

Current Major Industries

- Australian Zircon mining
- Australian Barley Board (ABB) bunkers and silos
- Sheep studs
- Broad-acre cropping
- Intensive animal industry particularly pigs

Community Services

- Large sporting facilities
- Public education facilities
- Major tourism event - Karoonda Farm Fair
- Regional Council Office
- St Johns Ambulance & Police Station
- Health Clinic & Hospital

Current Major Developments

- Zircon mine at Mindarie
- Subdivision for residential allotments in Karoonda

Location

Just 90 minutes east of Adelaide via Tailem Bend, Karoonda East Murray is centrally located among the other four Murraylands Council Districts and the Riverland. The Township of Karoonda, proclaimed on 11 December 1913 is the district's major service centre for the surrounding agricultural community. From this central hub, road networks extend to Murray Bridge, Bowhill, Tailem Bend, Lameroo, Pinnaroo and the Riverland. Transport routes extend into New South Wales, Victoria and Adelaide. Other smaller towns are becoming more important to the region due to the commencement of the large Zircon mine at Mindarie. Labour for this important development will be sourced from Karoonda and other surrounding towns. Good roads and railway access are the keys to getting produce and people in and out of this central region. Karoonda has planned for the population increase by providing good sized housing blocks which will enable residential development for an expanding local and regional workforce.

Economy

Karoonda East Murray is a major agricultural district of South Australia. The Council area is agriculture based with primary industries including broad-acre production of wheat and barley, breeding of sheep predominantly merino and poll merino for their meat and wool. Secondary industries include; breeding of pigs, beef cattle, production of sorghum, oats, lupins, beans, olives, onions, potatoes, pumpkins, breeding of horses and various breeds of dogs. Major economic changes in the Karoonda district are following the new mining excavations by Australian Zircon at Mindarie. New affordable housing options are being explored to cater for residents attracted to the area for country lifestyle and employment opportunities. The proximity to the

eastern seaboard of Australia via major transport road routes makes this region an ideal location for those seeking to conquer export markets or establish markets around Australia whilst enjoying the rural setting that it provides.

Leadership

In partnership with Regional Councils and the Murraylands Regional Development Board, the District Council of Karoonda East Murray has supported the strategies for investment attraction through the Regional Investment Opportunities Prospectus Project. As a regional sporting centre Karoonda has played a critical role in maintaining the community sporting activities. Ample evidence of the regions' spirit of enterprise is demonstrated by the SA Great Award of iconic event status to the Karoonda Farm Fair. A spirit of entrepreneurship has enabled the Karoonda East Murray communities to establish other industries and diversify a traditional broad-acre farming and horticultural economy. Housing and land development have been approved to cater for the new mining development and residents being attracted to the country lifestyle. Throughout the RIO Project and extensive council and community consultation, emerging investment opportunities have been identified. These include:

- Tourism
- Housing
- Transport hub/logistics
- Alternative Energy
- Intensive animal production
- Manufacturing & mining
- Niche horticultural production

Strategic Advantages

Karoonda East Murray is known as the Heart of the Mallee. The regional economy encompasses dry land farming including animal and grain production. Karoonda township, at the hub of the region, provides administrative, service, sporting and recreational facilities. The Karoonda and District Football Clubrooms has been updated to provide high standard conference facilities. This continues to be used by various Clubs and Organisations from throughout the region. Karoonda is recognised as being the gateway to the Riverland, interstate and Adelaide.

Investment Opportunities

Transport hub/logistics

- Central location— expansion of recreation and sporting facilities; regional sheep sale centre
- Industry precinct and transport support

Housing

- Subdivision of rural living blocks to realise capital investment, assist population growth and economic diversity
- Short-term worker housing for Australian Zircon Mine at Mindarie
- Housing in support of expanding Murray Bridge workforce

Alternative Energy

- Community owned bio-diesel plant
- Community owned enterprise model to support bio-diesel plant

Intensive Animal Production

- Development of the intensive animal industry particularly pigs and poultry
- Beef and sheep feedlotting

Tourism

- Day trip to the region—people seeking the 'real' Australian experience
- Caravan park and Winnebago facilities
- Value adding to existing iconic regional events – Karoonda Farm Fair, Mindarie-Halidon Races

Manufacturing—Mining

- Mining industry support
- Light industry business incubator
- Industry precinct and transport centre
- Central service centre for light engineering between Riverland and Murraylands regions

Invitation from the Mayor and CEO



Kevin Burdett

The District Council of Karoonda East Murray is entering a very exciting new phase for development. The establishment of the Zircon mine at Mindarie presents new opportunities for business expansion not only locally but also at a Regional and State level. With a well established farming economy, good community facilities including two Area Schools, hospital, sporting facilities, aged care and business infrastructure, the District Council of Karoonda East Murray supports a relaxed country lifestyle. The District has many opportunities due to its wide open spaces, range of resources, visionary planning and strong leadership where decisions are made at the local level in the best interests of the whole community. As Mayor of the District Council of Karoonda East Murray, I welcome future investors and residents into our Region.



Peter Smithson

In planning for the future the District Council of Karoonda East Murray has identified six key objectives. Council is now working closely with our Community and Local Government partners to achieve these aims. As a service hub for both the Murraylands and Riverland regions and the Australian Zircon mine at Mindarie, Karoonda East Murray presents many opportunities for the manufacturing sector. Our Council team of staff and elected members continue to look to the future. On their behalf I extend a warm welcome to potential investors and new residents to our District which has much to offer including a valued rural lifestyle. I invite you to visit the Invest Murraylands website to gather more information and commence investment in the Karoonda East Murray region.

Invest Murraylands Website

This website contains further detailed information about investment in the Karoonda East Murray region.

www.investmurraylands.com.au