



Diverse, dynamic and distinctive

INVEST MID MURRAY



Mid Murray Council

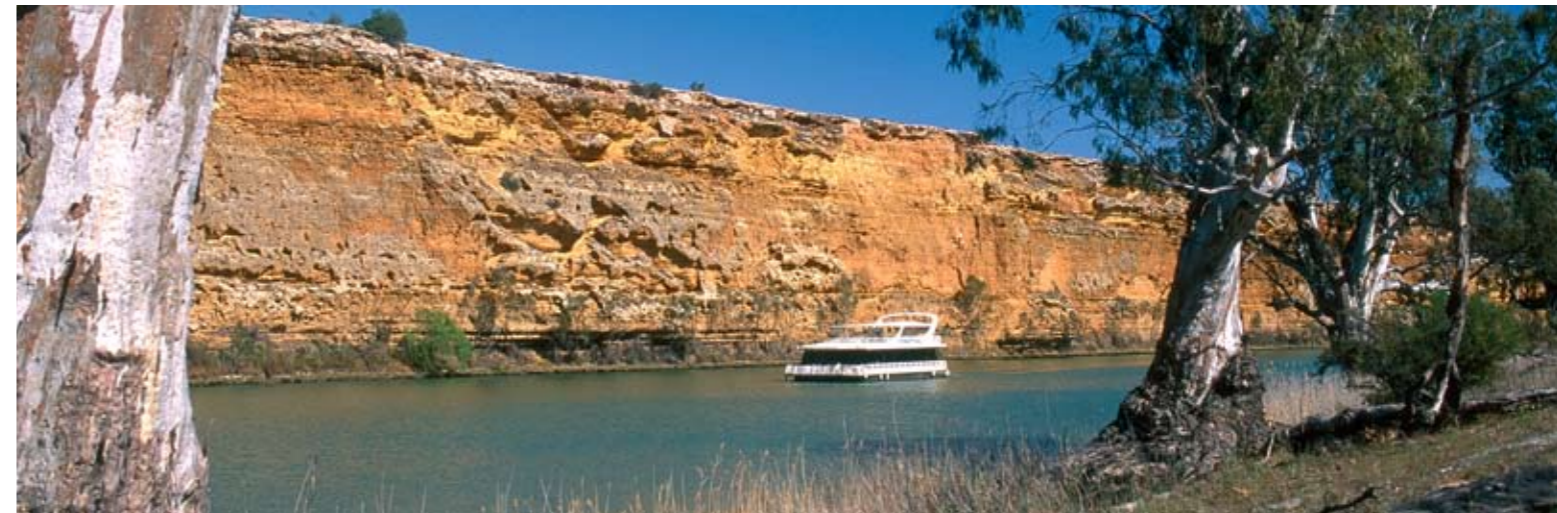
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Fast Facts - Overall

- Population:** 8,035 *Census 2006
- Area:** 6,266 sq km
- Location:** 1 hour East of Adelaide, 7 hours west of Melbourne.
- Roads:** Just off Highway 1 Melbourne, Sydney & Canberra
- GPS:** Long: 34.91 S Lat: 139.31 E
- Rainfall:** 350 mm
- Elevation:** 33 metres

Current Major Industries

- Onion growing & packing
- Tourism
- Agriculture & Horticulture
- Major manufacturing facilities
- Intensive animal industry especially chickens and pigs
- Retail in Mannum
- Export accredited cattle feedlot

Community Services

- Large sporting facilities
- Primary and secondary education facilities
- Major Tourism drawcard for houseboat industry along the River Murray
- Regional Council office
- Regional hospitals & Health Centres

Current Major Developments

- Subdivision of residential blocks in Mannum
- Horticulture expansion
- Intensive animal industry throughout the Bower precinct
- Tourism development through unique experiences

Location

Just 1 hour East of Adelaide, the Mid Murray region is diverse, dynamic and distinctive. Mannum, Morgan, Swan Reach and Blanchetown are business centres where retail shopping and commercial centres service the houseboat industry and general community. Towns across the region follow the major transport routes to Sydney, Melbourne and the Riverland. The Mid Murray is strategically located and with only a short distance to the Barossa via Keyneton provides residents with the opportunities to explore and enjoy easily accessible services of neighboring regions and the metropolitan area. Mid Murray has a diverse agricultural base centred around broad-acre farming, intensive animal production, viticulture and horticulture including citrus, olives, almonds and onions. Many towns in the region have well established comfortable housing, education and community services. Proximity to Adelaide is driving population growth. Mid Murray has planned for the population increase by providing above average housing blocks which will enable residential development for an expanding local, retirement, recreational and regional workforce. Mid Murray boasts good quality education for both primary and secondary students and health care for the wider community.

Economy

Traditionally the Mid Murray economy has encompassed dry land farming, horticulture, and intensive animal production along with agricultural machinery manufacture. More recently manufacturing has expanded to nearby Bowhill while Mannum's tourist industry has underpinned innovative houseboat construction. Development and expansion of the tourism sector through heritage riverboat towns, houseboats and recreational facilities have introduced a dynamic element into the

Mid Murray Council. Strong marketing by enterprising tourism operators has enabled the river boat towns along the River Murray to reach iconic status attracting significant numbers of overseas visitors. New housing options are being explored to cater for residents attracted to the area for the idyllic lifestyle and employment opportunities along the River Murray. 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.

Leadership

Determination to undertake sound planning, attract investment and support sustainable growth has underpinned the Mid Murray Council's involvement in the Regional Investment Opportunities Prospectus Project. A spirit of entrepreneurship has enabled the Mid Murray communities to establish an iconic tourism industry and diversify a traditional broad-acre farming and horticultural economy. Significant marketing through the Mid Murray's successful staging of events such as the 'Tour Down Under' has expanded the region's national and international profile as a holiday destination. The Mid Murray Council has approved housing and land development to enable both retirees and young families to take advantage of the river lifestyle. Through the RIO Project and extensive council and community consultation, emerging investment opportunities have been identified across the Mid Murray region. These include:

- Tourism
- Housing
- Alternative energy
- Intensive animal production including pigs
- Food processing & packaging
- Retail
- Retirement, recreation and aged care

Strategic Advantages

The Mid Murray Council area encompasses a diverse dry land farming, horticulture and tourism economy. As the administrative centre the heritage paddle boat town of Mannum provides high levels of service and business facilities supported by Council determination to attract investment and plan for the future. Investment prospects include tourism accommodation, conference facilities, affordable housing, expansion of intensive animal and horticulture production. Centred around the riverboat towns, only one hour's drive from Adelaide and well supported by business and health services, the region offers affordable housing and recreational land, a relaxed country lifestyle and an enviable reputation as a "river paradise".

Investment Opportunities

Retail

- Development in Mannum to service houseboat industry and increasing population

Housing

- Subdivision of residential and rural living blocks in Mannum
- Residential development to support Murray Bridge workforce
- Retirement housing and recreation in many towns
- Marina development

Alternative Energy

- Biofuels , solar power, wind power, gas powered peaking station
- Re-use town and industry waste water

Intensive Animal Production

- Bower precinct for pork production

Horticulture

- Value adding for potato industry and other horticulture products

Tourism

- Farm stays in untapped small towns linking with the houseboat industry
- Develop bike trails through the region
- Unique locations for future events
- Accommodation in rare untapped and exclusive settings

Invitation from the Mayor and CEO



Ian Mann

The Mid Murray region continues to evolve as changing demands are placed on it both internally and externally. A new retail shopping precinct in the township of Mannum,

will service the growing demand of permanent and transient population that the town continues to see. Six key objectives identified in the Strategic Plan are preparing the region for the future. The Mid Murray region has many opportunities due to its wide open spaces, plentiful resources, visionary planning and strong leadership where decisions are made in the best interests of the whole community. I extend a warm welcome to potential investors and new residents and invite you to participate in our exciting future.



Dean Gollan

Expansion of the retail and housing sector in support of population growth will enable Mid Murray to fulfil its strategic objective to attract private sector investment.

Mid Murray has opportunities for the manufacturing sector through supplying the expanding mining industry and agricultural sector. The region is the Tourism hub of the Murraylands attracting many weekend and day visitors as well as regular holiday home residents who enjoy the relaxing surroundings. The house-boating and river cruising industry continues to grow, attracting international visitors who come to explore the beautiful River Murray. As Chief Executive, I invite you to visit the Invest Murraylands website to gather more information and we welcome your investment in the Mid Murray region.

Invest Murraylands Website

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

www.investmurraylands.com.au