

INVEST SA

INVEST MURRAYLANDS

INVEST MID MURRAY

2007- 2008



RIO - Regional Investment Opportunities Prospectus Project

A pro-active strategy between five regional councils and the MRDB to attract investment into the Murraylands, funded by State and Federal Governments, 5 regional councils and Murraylands Regional Development Board.

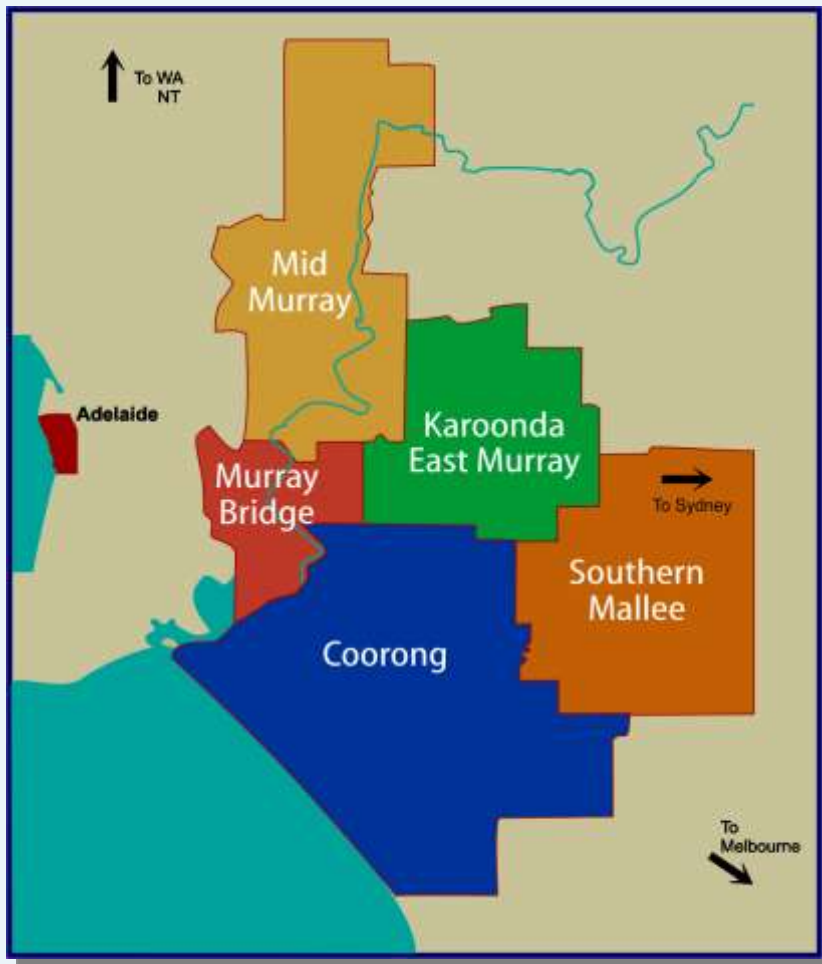
AUSTRALIAN GOVERNMENT
DEPARTMENT OF TRANSPORT AND REGIONAL SERVICES

SOUTH AUSTRALIAN GOVERNMENT
OFFICE OF REGIONAL AFFAIRS

- The Rural City of Murray Bridge
- Mid Murray District Council
- District Council of Karoonda East Murray
- Southern Mallee District Council
- The Coorong District Council
- Murraylands Regional Development Board



MURRAYLANDS REGION



KEY FEATURES

- Murraylands region located on eastern side of Mount Lofty ranges, covers 28,000sq ms.
- Population 36,000
- Murraylands region includes five regional councils:-

Mid Murray

Karoonda East Murray

Southern Mallee

Coorong

Rural City of Murray Bridge



MID MURRAY COUNCIL REGION



MURRAYLANDS REGION

MID MURRAY COUNCIL

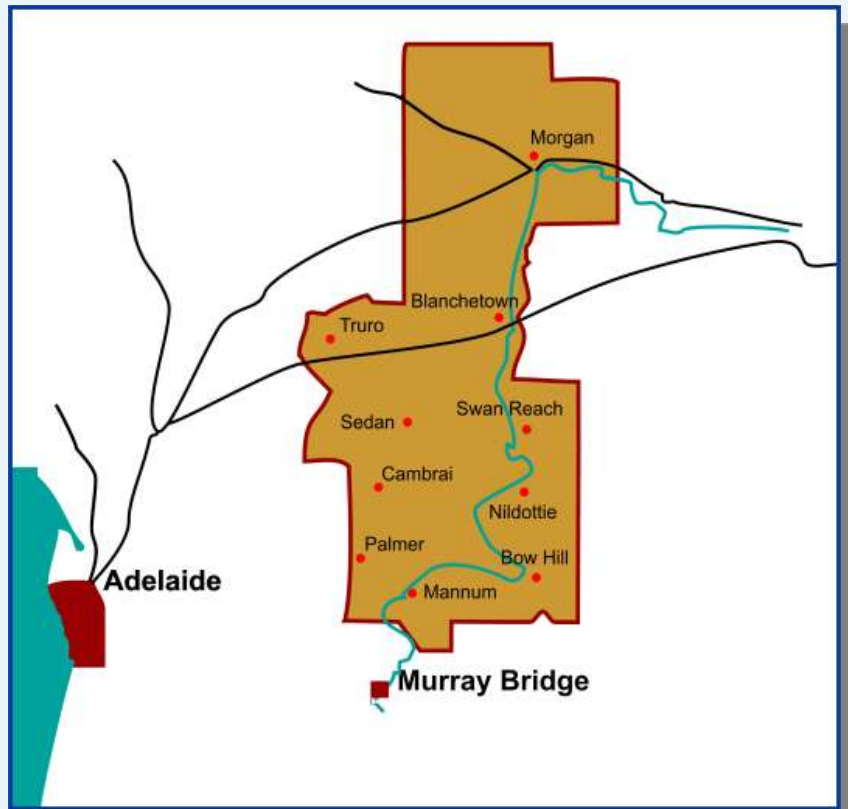


- Mid Murray Council is one of five councils within the broad Murraylands region of rural South Australia
- Mid Murray Council area extends from the eastern side of the Mount Lofty Ranges to the Riverland in the east and from north of Morgan to the Rural City of Murray Bridge council area in the south.



MID MURRAY COUNCIL AREA

FAST FACTS



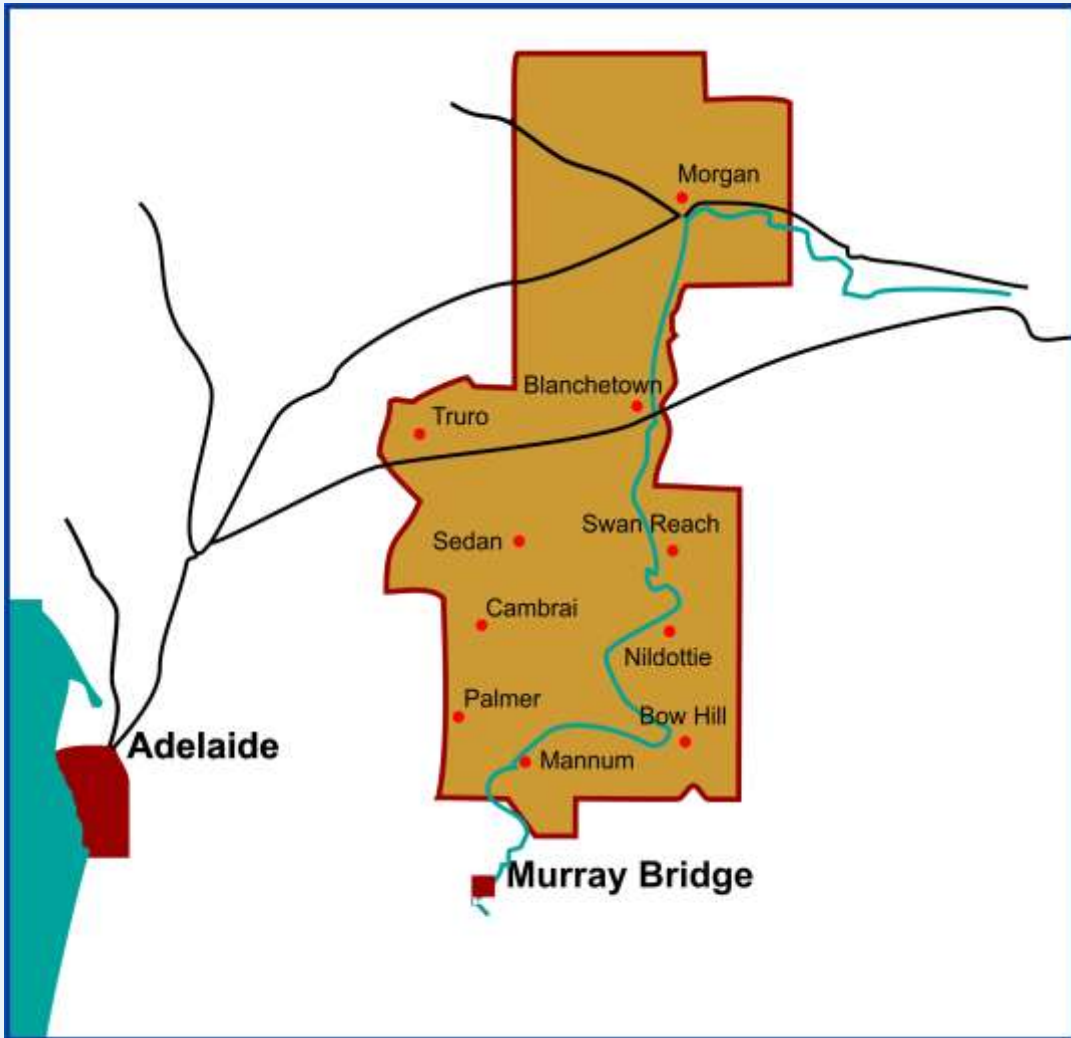
- Population – 8,035 census 2006
- Area - ,6266 sq.km
- Location – 1 hour east Adelaide, 7 hours west of Melbourne
- Roads - Just off Highway 1 Melbourne, Sydney, Canberra
- GPS: Long: 34.91S, Lat:139.31E
- Rainfall: 350mm
- Elevation: 33 metres
- Main centre - Mannum
- Economy – agriculture, tourism



MID MURRAY COUNCIL AREA

LARGE & SMALL TOWNS

- Mannum
- Morgan
- Swan Reach
- Blanchetown
- Nildottie
- Bowhill
- Sedan
- Cambrai
- Palmer
- Truro



MID MURRAY COUNCIL AREA



KEY FEATURES - TOURISM

- Major river based tourist industry & services
- Australia's largest houseboat fleet
- Home of the 'Marion'
- Home of 'Murray Princess'
- 'Tour Down Under' major event
- Motels & Hotels
- Bed and Breakfasts
- Caravan Parks
- River Activities
- Walking Trails
- Cafes & Restaurants



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MAJOR INDUSTRIES

- Broad acre agriculture
- Horticulture
- Intensive animal production
- Viticulture
- Industry & manufacturing
- Agricultural machinery
- Granite mining
- Tourism
- Education & health services
- Local Government
- Small business
- Retail in Mannum



MID MURRAY COUNCIL AREA



MAJOR SERVICES

- Local government services
- Regional hospital
- Medical services
- Pre-schools & Primary Schools
- Area schools
- Private & Public Schools
- Aged-care facilities
- Sporting, recreational facilities
- Community halls
- Tourism marketing
- Community services
- Business services



MID MURRAY COUNCIL AREA

RIO - Regional Investment Opportunities Project has identified twelve broad categories for investment across the Murraylands.

- Alternative Energy
- Education and Skills Training
- Food Processing/Higher Value Add
- Housing
- Intensive Animal Production
- Horticulture/Aquaculture/Viticulture
- Manufacturing and Mining
- Retail
- Recreation and Retirement
- Tourism
- Transport Logistics/Inter-modal Hub
- Water Use – Re-use



MID MURRAY COUNCIL AREA



INVESTMENT OPPORTUNITIES

HOUSING

- Sub-division of residential and rural living blocks in Mannum
- Residential development to support regional workforce
- Retirement housing and recreation in many towns
- Marina development



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INVESTMENT OPPORTUNITIES

RETAIL

- Expansion of retail sector to support houseboat industry
- Increasing numbers of holiday visitors in rental accommodation
- Increasing numbers of retirement residents
- Increasing numbers of families and professional residents



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INVESTMENT OPPORTUNITIES TOURISM

- Conference Centre
- Farm stays to link houseboat industry with rural and Mallee experiences
- Develop bike trails through the region
- Develop indigenous River Murray Dreaming Trail
- 4 Wheel Drive/National Park experiences



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INVESTMENT OPPORTUNITIES

ALTERNATIVE ENERGY

Biofuels, solar power, wind power, gas powered peaking station

Re-use town and industry waste water



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INVESTMENT OPPORTUNITIES

INTENSIVE PRODUCTION

- Value adding for potato industry & other horticultural production
- Bower Precinct pig production



STRATEGIC ADVANTAGES - MID MURRAY COUNCIL AREA

- Proximity to Adelaide – just 1 hour drive through Murray Bridge
- Diverse dry land farming, horticulture & tourism based economy
- Extensive quality community and business services
- Enterprising Council supportive of development
- Expanding region offers opportunities for investment in housing
- Relaxed country lifestyle and land at affordable prices offer retirees a “river change” opportunity
- 700 approved and planned blocks present residential development & investment opportunities



MID MURRAY COUNCIL AREA

- A Place to Live
- A Place to Work
- A Place for Recreation
- A Place to Retire
- A Place to Visit
- A Place to do Business
- A Place to Invest



MID MURRAY COUNCIL AREA

A significant part of the Murraylands:-

- Region of Opportunity
- Region of Diversity
- Powerhouse for Regional Growth
- Food Bowl of South Australia
- Platform for Export Expansion





MESSAGE FROM CEO, DEAN GOLLAN



“Expansion of the retail and housing sector in support of population growth will enable Mid Murray to fulfill 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 visitors as well as regular residents who enjoy the relaxing surroundings. .”





MESSAGE FROM MAYOR, IAN MANN, OAM



“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.”



INVEST MID MURRAY

Invest Murraylands Website

www.investmurraylands.com.au

Site launched November 23rd 2007

The Hon. Patrick Conlon MP

Minister for Energy, Infrastructure and
Transport

Government of South Australia

