

# INVEST SA

## INVEST MURRAYLANDS

## INVEST MURRAY BRIDGE

### 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.

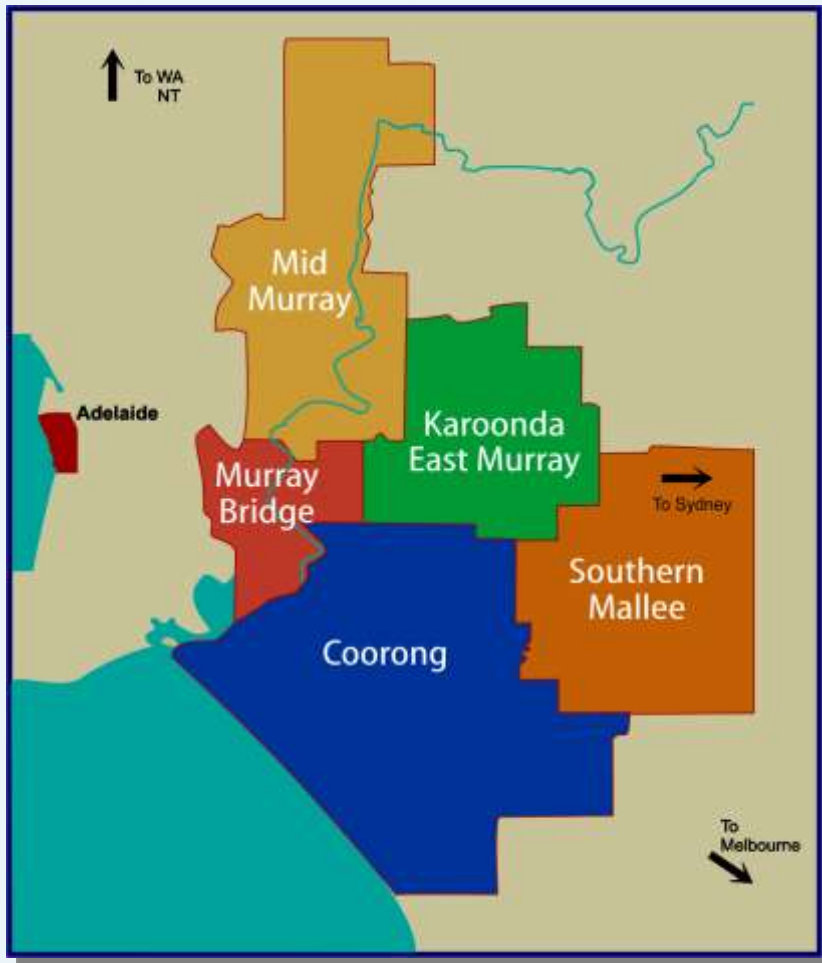
**AUSTRALIAN GOVERNMENT**  
DEPARTMENT OF TRANSPORT AND REGIONAL SERVICES

**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



# THE RURAL CITY OF MURRAY BRIDGE



# THE RURAL CITY OF MURRAY BRIDGE



## THE RURAL CITY OF MURRAY BRIDGE

- The Rural City of Murray Bridge Council area shares common borders with Mid Murray, Karoonda East Murray and The Coorong Councils within the Murraylands region



# THE RURAL CITY OF MURRAY BRIDGE

## WHY INVEST IN THE RURAL CITY OF MURRAY BRIDGE?

- LOCATION
- STRONG DIVERSE ECONOMY
- AFFORDABLE LAND
- PLANNING IN PLACE
- COMMITMENT TO SUSTAINABLE DEVELOPMENT
- DYNAMIC & ENTERPRISING LEADERSHIP
- MAJOR PROJECTS IDENTIFIED
- STRONG EMPLOYMENT GROWTH PREDICTED
- IDEAS & OPPORTUNITIES IDENTIFIED
- INVESTMENT ATTRACTION STRATEGIES UNDERWAY



# THE RURAL CITY OF MURRAY BRIDGE

## WHY INVEST IN THE RURAL CITY OF MURRAY BRIDGE?

### *LOCATION*

Only 45 minutes from Adelaide on the eastern side of the Mount Lofty Ranges

On major transport road and rail networks linking Adelaide, Sydney, Melbourne, Mildura, Broken Hill, Mallee, South East and Riverland

Centre of strong and diverse broad agricultural, horticultural, industrial, commercial, tourist and service region

### *LOCATION*

### *LOCATION*





# WHY INVEST IN THE RURAL CITY OF MURRAY BRIDGE?

## ***STRONG & DIVERSE REGIONAL ECONOMY***

- Broad acre drylands farming, horticultural, industrial, transport, commercial, tourist and service region
- Recognised potential for economic growth
- Strong expectation of ongoing investment by existing industries
- Numbers of established large scale quality industries with strong commitments to the region
- Demonstrated commitment to collaborative business strategies and arrangements
- Strong regional business co-operation



# THE RURAL CITY OF MURRAY BRIDGE

## WHY INVEST IN THE RURAL CITY OF MURRAY BRIDGE?

### *COMMITMENT TO SUSTAINABLE GROWTH*

- Planning strategies undertaken
- Collaborative engagement with neighboring Councils & Regional Development Boards.
- Commitment to environmental management
- Strong actions taken to manage water.
- Commitment to investment attraction.



# THE RURAL CITY OF MURRAY BRIDGE

## WHY INVEST IN THE RURAL CITY OF MURRAY BRIDGE?

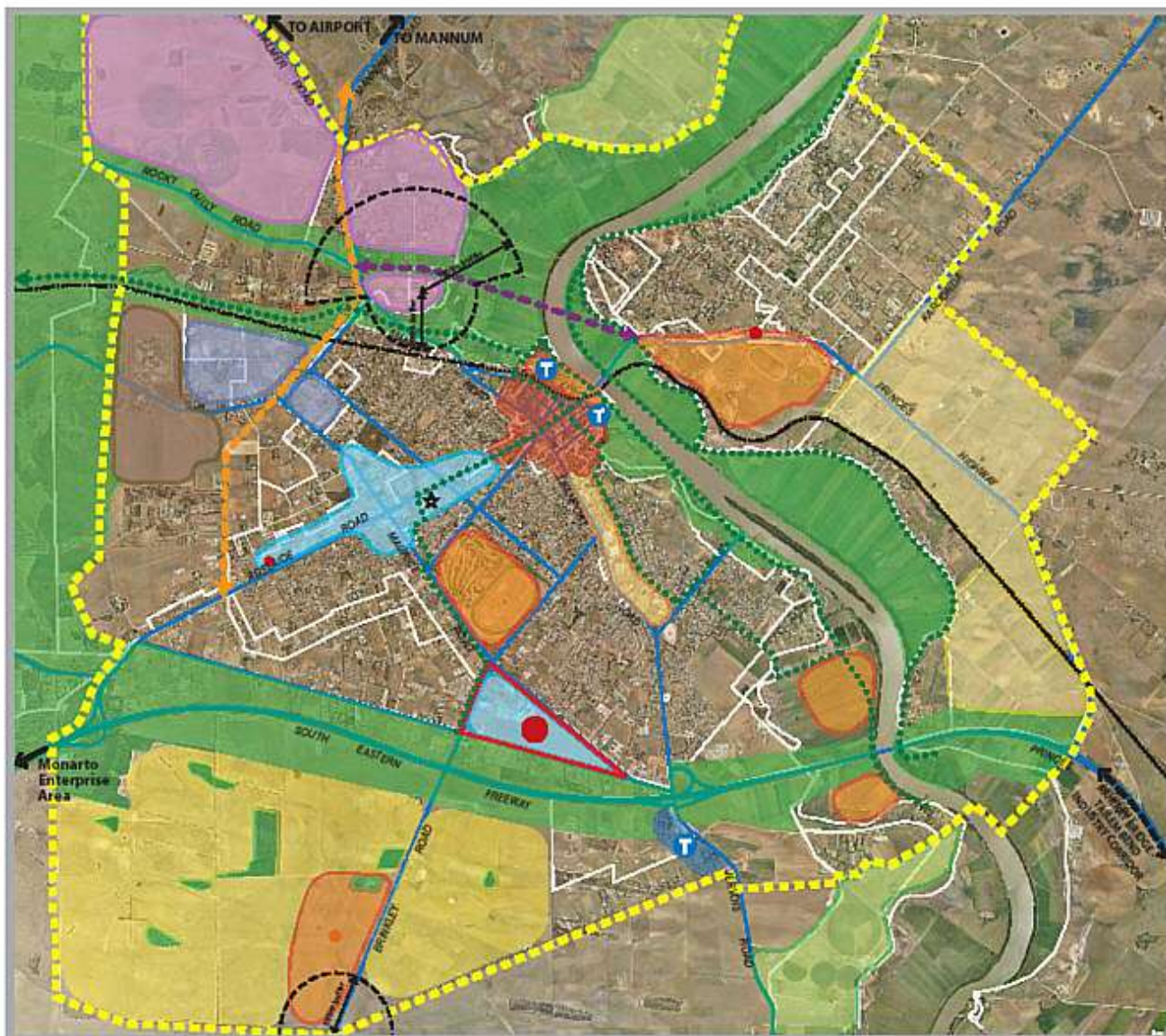
### ***AFFORDABLE, AVAILABLE LAND***

- Industrial and commercial land prices in the Murraylands remain lower than the Adelaide Plains and the eastern States.
- Residential land & housing prices remain lower than the Adelaide Plains and some rural areas.
- Region welcomes residential and industrial expansion.
- See Urban Growth Management Plans →



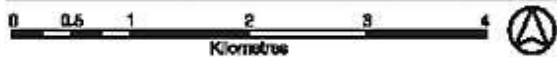
Figure 9

Concept Plan



Legend

- Murray Bridge Urban Growth Boundary
- City Centre Precinct
- Commerce and Enterprise Precincts
- Industry
- Civic and Community Precinct
- Strategic Investment Opportunities
- Potential Horticulture Relocation Areas
- Future Urban
- Future Industry
- Proposed Ring Road
- Potential third river crossing
- Greenspace Network
- Greenspace Linkages (cycling/walking)
- Adelaide to Melbourne Rail Line
- Potential Local Centre
- Potential Neighbourhood Centre
- Tourism Precinct
- Buffer around significant uses
- Mobilising Corrections Precinct
- Emergency Services Hub

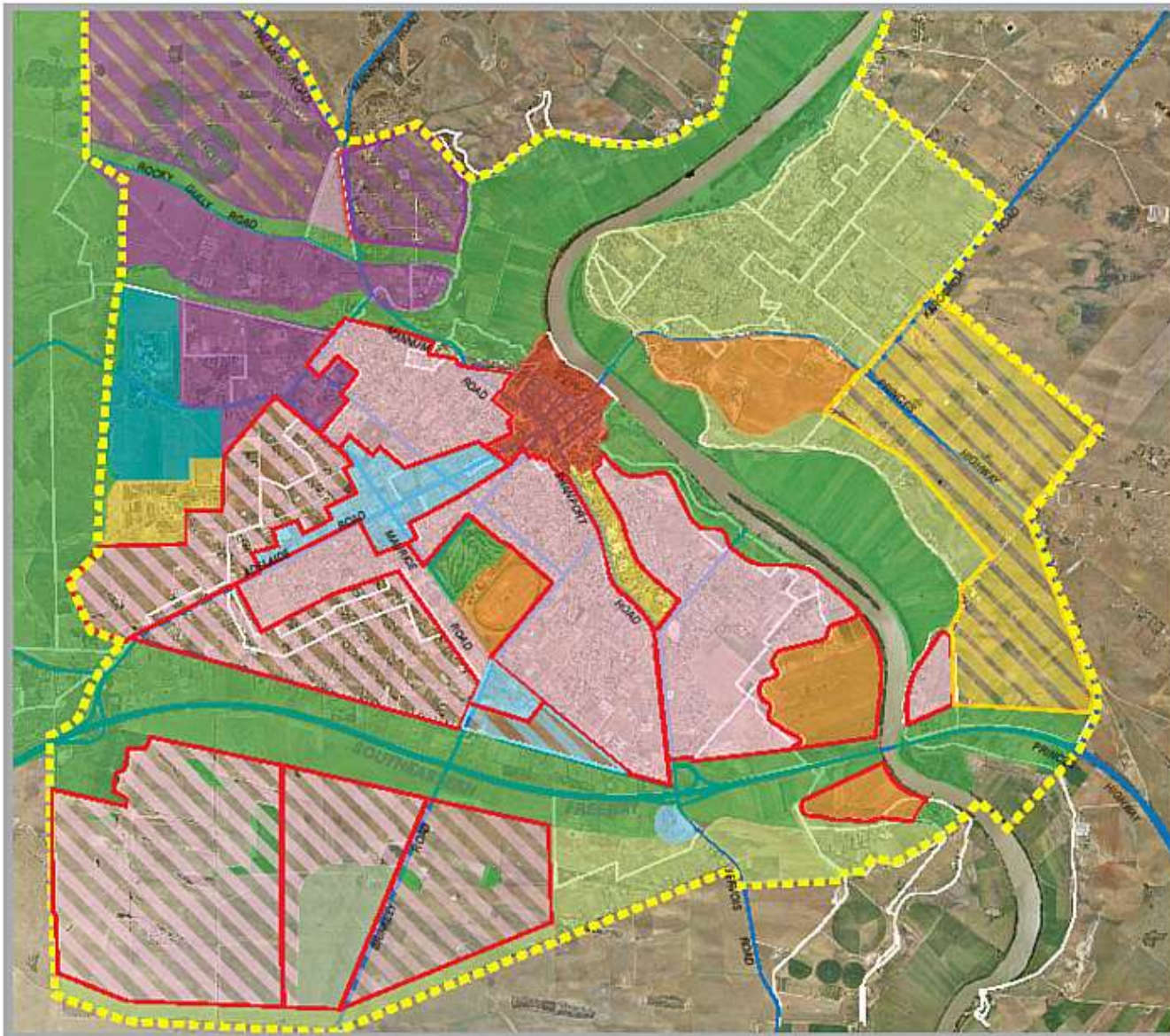


June 2009  
Data source: Rural City of Murray Bridge, GIS City 20



Figure 10

Land Use Plan



Legend

-  Murray Bridge Urban Growth Boundary
-  Deferred Urban
-  City Centre
-  Civic/ Community/ Government
-  Residential
-  Residential Growth
-  Commercial/ Enterprise
-  Future Enterprise
-  Home Industry
-  Industry
-  Future Industry
-  Greenspace Network
-  Racing Club/ Rural Living/ Horse Keeping
-  Mobilong Corrections Precinct
-  Country/ Rural Living
-  Strategic Sites (Mixed Land Use Opportunities)



June 2009  
 Date revised: Rural City of Murray Bridge, GEP July 01



# MURRAY BRIDGE – CORRIDORS & PRECINCTS



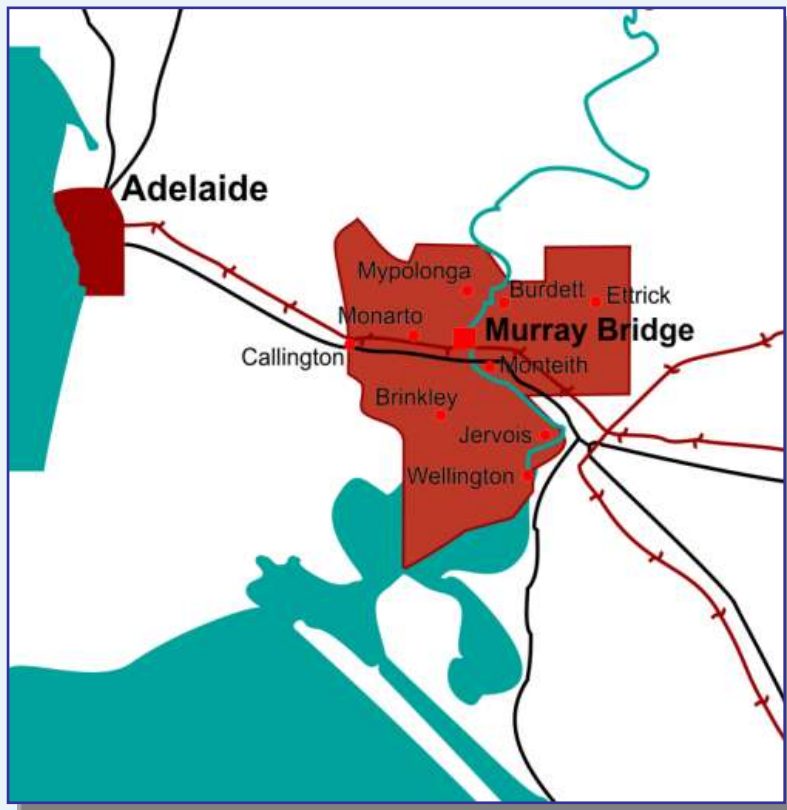
- Riverfront Precincts
- Mobilong Prison Precinct
- Dairy Flats Development Corridor
- Murray Bridge Racing Club – Equine Precinct
- Railway Development Precinct
- Retail Development Precinct
- Tourism Precincts
- Urban Infill and Residential Precincts
- Educational Precinct
- Transport Logistics/Corridor and Hubs
- Airport



# THE RURAL CITY OF MURRAY BRIDGE

## FAST FACTS

- Population – 17,678 census 2006
- Area – 1,828 sq.km
- Location – 45 minutes east Adelaide, 7 hours west of Melbourne
- Roads – Highway 1 with direct access to Adelaide, Sydney, Melbourne and South East
- GPS: Long: 35.12 S, Lat:139.27 E
- Rainfall: 350mm
- Elevation: 33 metres above sea level



# MURRAY BRIDGE COUNCIL AREA



## LARGE & SMALL TOWNS

- Murray Bridge
- Callington
- Monarto
- Mypolonga
- Jervois
- Wellington
- Ettrick
- Burdett
- Monteith
- Brinkley



# THE RURAL CITY OF MURRAY BRIDGE

## KEY FEATURES - SPORTING FACILITIES

- River sports
- Turf golf course
- Race Course
- Club rooms, tennis courts, bowling greens and ovals
- Speedway
- Rifle Range & Pistol Club
- Strong community support for sporting activities



# THE RURAL CITY OF MURRAY BRIDGE



## MAJOR INDUSTRIES

- Broad acre agriculture
- Sheep studs
- Dairy and cheese production
- Horse breeding
- Intensive animal production
- Light industry
- Transport
- Agricultural machinery distribution, service
- Education & health services
- Local Government
- Small business
- Wholesale goods distribution
- Retail in Murray Bridge
- Tourism



# THE RURAL CITY OF MURRAY BRIDGE

## MAJOR BUSINESSES

- T&R Pastoral
- Big River Pork
- National Foods
- Stay Crisp Lettuce
- The Newell Group
- Australian Portable Camps
- Adelaide Mushrooms
- Big W Distribution Centre



# THE RURAL CITY OF MURRAY BRIDGE

## MAJOR SERVICES

- Local government services
- Regional hospital
- Medical services
- Pre-school & Primary School
- Public & Private Schools
- TAFE Regional
- Aged-care facilities
- Sporting, recreational facilities
- Community halls
- Community services
- Business services



# THE RURAL CITY OF MURRAY BRIDGE



## MAJOR PROJECTS

- Mobilong Correctional Services Precinct
- Railway Site Development
- Education Precinct
- South Terrace CBD Development
- Residential Urban Infill
- Equine Centre Development
- Murray Bridge Racing Club Development
- Monarto South/Intermodel Hub
- Marinas



# MURRAY BRIDGE RACING CLUB PRECINCT



# THE RURAL CITY OF MURRAY BRIDGE

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



# THE RURAL CITY OF MURRAY BRIDGE

## INVESTMENT OPPORTUNITIES

- Transport hub/logistics
- Light industry
- Housing/Accommodation
- Alternative energy
- Intensive animal production
- Tourism
- Manufacturing-mining support
- Niche horticultural production
- Recreation-retirement
- Retail/business/library development



# STRATEGIC ADVANTAGES - MURRAY BRIDGE COUNCIL AREA

- Major river based city
- Proximity to Adelaide
- Major transport route between Victoria, South East & Adelaide
- Diverse dry land farming and mining economy
- Prospects of support industries for mining
- Quality community services, education, hospital, health, aged care
- High standard sporting facilities
- Regional centre for transport & light industry
- Enterprising Council supportive of development
- Affordable land for investment in housing, commerce & industry
- Relaxed country lifestyle
- Location of annual iconic sporting events



# THE RURAL CITY OF MURRAY BRIDGE

- 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



# THE RURAL CITY OF MURRAY BRIDGE

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





*The Rural City of*  
**MURRAY  
BRIDGE**

## **MESSAGE FROM CEO, DAVID ALTMANN**



“The Rural City of Murray Bridge is a proactive and forward thinking group of community individuals who recognise that enormous population and business growth lies ahead.

I invite you to visit the Invest Murraylands website to gather more information and commence investment in our region.”





*The Rural City of*  
**MURRAY  
BRIDGE**

## **MESSAGE FROM MAYOR, ALLAN ARBON**



“As Mayor of the Rural City of Murray Bridge I have been a part of the past development of the area and the future planning for the growth of the region.

I extend a warm welcome to potential investors and new residents and invite you to participate in our exciting future.”



# INVEST MURRAY BRIDGE

**Invest Murraylands Website**

**[www.investmurraylands.com.au](http://www.investmurraylands.com.au)**

**Site launched November 23<sup>rd</sup> 2007**

**The Hon. Patrick Conlon MP**

**Minister for Energy, Infrastructure and  
Transport**

**Government of South Australia**

