

EXPANDING THE REGIONAL ECONOMY INVESTMENT STRATEGIES MAP

MID MURRAY COUNCIL



“The Mid Murray Council spans both dryland and riverine areas, with differing economic development issues for the two environments. The proximity to Adelaide and the attraction of the River Murray has generated sharp increases in the number of holiday homes and residential developments, both of which are attracting the older population (primarily baby boomers), and resulting in differing patterns of demand for retail, service and activities. Away from the river, the trend of declining small communities mirrors the experience of the Karoonda East Murray and Southern Mallee councils, although there is greater potential for commuting from Mid Murray towns to services and jobs in the Murray Bridge area. Tourism is a significant industry along the River Murray, and, apart from houseboats, the industry is still underdeveloped. The variety of agricultural activities in the council area results from the different ecosystems, with the key industries being intensive animal keeping, pastoral, dairy and olives, and there has been a demise in traditional irrigated citrus crops. Trading in water allocations is likely to see long term changes in land use along the River Murray”. KPPM/DPD. SEIR JANUARY 2007

INVESTMENT IDEAS AND OPPORTUNITIES

TOURISM

- Expand Mannum tourism.
- Untapped small towns and rural trails; farm stays; day tours linking with houseboat industry.
- Develop Bike Trails linking with Tour Down Under.
- Attract “Grey Nomads” to purpose built facilities.
- Indigenous cultural heritage and eco-tourism trails.
- Caravan Park and Winnebago facility expansion.
- Develop Mallee Tourist Trails to link diverse rural activities and locations for family and retirees connecting with international houseboat holiday makers.
- International standard restaurant; conference facility.
- Bed and Breakfast/Farm Stay Tourism.
- Day trip tourism (experience the real Australia).
- High Quality Country Club.

HOUSING

- Sub-division of Rural Living Blocks to realize capital investment and assist population growth and economic diversity.
- Residential development to support Murray Bridge workforce.

INTENSIVE ANIMAL PRODUCTION - HORTICULTURE

- Expand and diversify agriculture/horticulture.
- Value add on potato industry.
- Value adding on horticulture.
- Intensive animal production and poultry.
- Bower Precinct - pork production.

RETIREMENT & RECREATION

- Potential for aged care, retirement and recreation.
- Retirement/recreation/marina/houseboat development.

RETAIL

- Retail development at Mannum to service houseboat industry and increased population.

ALTERNATIVE ENERGY - WATER RE-USE

- Biofuels, solar power, peaking power station.
- Re-use town and industry water supplies.

