

EXPANDING THE REGIONAL ECONOMY INVESTMENT STRATEGIES MAP



RURAL CITY OF MURRAY BRIDGE

Rural City of Murray Bridge is the largest Murraylands Council area with a population of 18,000 predicted to grow to 30,000 people by 2025 as one of the most boyant regional economies in South Australia. As the regional administrative and business hub, Murray Bridge & district includes some of the largest businesses - T&R Pastoral, Ridleys Agri-Products, CPS Pipes, Big River Pork, The Newell Group, Swanport Harvest, National Foods, MBP Australia, Moore Engineering, Big W Distribution Centre in addition to regional Health Services, major retailing and a diverse service sector. Education is provided by Public and Private Schools and Murray Bridge Campus of Tafe Regional. An Urban Growth Management Plan commissioned from QED Pty Ltd and supported by further studies including Dairy Flats, Mobilong Prison, Riverfront Management and the Railway Precinct have established planning strategies for the Council and identified investment & development opportunities. Growth resulting from the development of the SA Correctional Facility at Mobilong will present significant opportunities for investment in construction and service sectors. Anticipated population growth presents excellent prospects for investment in the housing and retail sectors. Expansion in education facilities, health, retirement and recreation will follow these developments. Tourism offers significant opportunities at the Railway precinct. Most importantly the Rural City of Murray Bridge is underpinned by the agricultural sector with dairying, irrigated horticulture, dryland farming and intensive animal production.

INVESTMENT IDEAS AND OPPORTUNITIES

TOURISM

- Railway Precinct for 5 star tourist accommodation/convention facility.
- Relocate Murray Bridge Racing Club and develop Equine Centre.
- Trails, bikeways, motor-home, caravan parks for tourists.
- Recreation facilities to support and enhance regional sport and fitness and attract events and tourism.

RETAIL/BUSINESS

- CBD development for central economic/administrative/retail hub.
- Major retail development on South Terrace – cinema & library.
- Business Incubator Centre to enhance innovative business and industry.
- Initiate and progress concept of a “Smart City”- addressing energy efficiency, water re-use and technical innovation.

HOUSING

- Re-develop Murray Bridge Racing Club site for housing, sport and recreation.
- Housing development from Urban Growth Management Plan.
- Retirement housing and urban infill to diversify housing stock.

EDUCATION

- Education Precinct for education/skill training and employment.
- Regional e’learning outreach facility.

TRANSPORT CORRIDORS/PRECINCTS/INTERMODEL HUB

- Transport/Logistics/Distribution precinct for bulky goods distribution – Monarto, Murray Bridge/Tailem Bend Corridor.
- Airport at Monarto.
- Murray Bridge-Tailem Bend Industry/Transport Corridor.

FOOD PROCESSING - MANUFACTURING

- Expand manufacturing to support alternative energy and water re-use.
- Expand food processing and higher value add food industries.

INFRASTRUCTURE

- New and improved infrastructure to support Mobilong Correctional Precinct – eg. metropolitan bus service.

ALTERNATIVE ENERGY – WATER RE-USE

- Biofuels, solar power, Solar Farm, wind power.
- Peaking power station; gas expansion.
- Rural City, T&R, Big River Pork – water re-use.

