



MEDIA RELEASE

Subject: **Murray Bridge to unlock new employment land and investment opportunities**

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Murray Bridge is set to take a major step forward in delivering jobs and economic growth, with the State Government launching a process to unlock new employment land across the region.

State Minister for Planning, Hon Nick Champion MP said the State Government is supportive of the Rural City of Murray Bridge proceeding with investigations to provide up to an additional 4,600ha of in-demand employment lands to service the fast-growing regional city.

"This investigation is about making sure Murray Bridge is well positioned to capture future opportunities, strengthen its role as a key economic hub and continue driving growth across the Murraylands and beyond," Minister Champion said.

"These serviced employment lands in proximity to key freight routes are expected to attract a wide range of industrial and employment interest.

"Planning for future employment land now is essential to ensuring the region can continue to attract investment, support local businesses and create jobs close to where people live.

"Strong regional economies are critical to South Australia's future, and Murray Bridge is one of the state's fastest-growing regional centres.

"I look forward to working with the Council in achieving their aspirations for Murray Bridge and surrounds."

Council will now lead the Code Amendment process, which will investigate the rezoning of multiple areas of land for strategic employment purposes.

The process will include comprehensive engagement with landowners, neighbouring properties, industry stakeholders, infrastructure providers, government agencies and the broader community.

Four areas have been identified for investigation, including land at Pallamana surrounding the existing Thomas Foods International site, reinforcing Murray Bridge's role as a key regional employment hub.

Mayor Wayne Thorley said the announcement represents an important milestone in planning for the city's future.

"This is an exciting opportunity for Murray Bridge," Mayor Thorley said.

"With strong population growth forecast and increasing interest from industry and investors, it's essential we plan now to ensure we have land ready to support local jobs and businesses into the future."

Murray Bridge has been identified as a satellite city within the Greater Adelaide Regional Plan, with an additional 19,500 people projected to call the region home by 2051. The Code Amendment builds on Council's Murray Bridge Structure Plan, which highlights the need to expand employment land to support that growth.

Mayor Thorley said the initiative will help position Murray Bridge as a competitive and attractive destination for business and investment.

"We are seeing increasing demand for industrial and commercial land across South Australia," he said.

"By unlocking new employment areas here in Murray Bridge, we can provide opportunities for businesses to grow locally, reduce pressure on metropolitan areas and ensure our community benefits from strong, sustainable job creation."

The proposed employment areas are strategically located along improved transport connections, including the Greater Adelaide Freight Bypass, further strengthening Murray Bridge's role in regional logistics and industry.

Council will engage planning experts to investigate the identified areas. They will assess land suitability, infrastructure needs, and compatibility with existing businesses, ensuring future development is well-planned.

"Our priority is to protect existing businesses while creating the right conditions for new industries to establish themselves, supporting the creation of local jobs close to home. This balanced approach will help ensure Murray Bridge continues to grow as a vibrant, resilient economy," Mayor Thorley says.

Following the completion of technical investigations, the community will have the opportunity to provide input through a formal engagement process.

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