

MEDIA RELEASE



Subject: Community invited to help shape Murray Bridge's economic future

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The Rural City of Murray Bridge is inviting the community, local businesses and stakeholders to help shape the future of the region's economy, with the draft Economic Development & Growth Strategy 2026–2030 now open for public consultation.

The draft Economic Development & Growth Strategy 2026–2030 builds on Council's existing Economic Development Strategy 2020–2032, reflecting the significant growth, investment and emerging opportunities that are occurring across the region in recent years.

The draft Strategy provides a roadmap for how Council will support sustainable economic growth, investment and opportunity over the next four years, bringing together existing planning, projects and advocacy initiatives into a coordinated framework.

Focused on developing a thriving, resilient and inclusive local economy, the draft Strategy aims to support Murray Bridge's continued growth as South Australia's largest regional city while ensuring the benefits of that growth are shared across the community.

Mayor Wayne Thorley said the draft Strategy would help guide how Council responds to growth and emerging opportunities across the region.

"As Murray Bridge continues to grow, it is important that we have a clear and coordinated plan to support local jobs, investment and long-term economic resilience," Mayor Thorley said.

"This draft Strategy is about ensuring growth delivers real benefits for our community – supporting business, creating opportunities and helping our region continue to thrive."

"A skilled and adaptable workforce is essential to supporting sustainable economic growth and ensuring our region remains competitive," Mayor Thorley said.

The draft Strategy aligns with Council's Strategic Plan 2024–2028 and is underpinned by Council's vision of "Growing. Thriving. Strong." Through a wellbeing economy approach, it recognises that economic growth should contribute not only to prosperity, but also to improved quality of life, social inclusion and environmental resilience.

The draft Strategy also identifies workforce development as a key enabler of economic growth, recognising the importance of building local skills, supporting employment pathways and helping businesses access the workforce they need.

To support consultation on the draft Strategy, Council will provide an overview of the document at the upcoming Business Networking Event on 15 July 2026, held at the Murraylands Skills Centre. Attendees will have the opportunity to learn more about the draft Strategy, ask questions and provide feedback.

The draft Strategy is intended to guide Council's annual business planning, infrastructure priorities, land use planning, advocacy and partnerships over the coming years. Council is seeking feedback to ensure the Strategy reflects local needs, priorities and aspirations before it is finalised and presented to Council for adoption.

Community members can view the draft Economic Development & Growth Strategy 2026–2030 and provide feedback via Council's consultation portal <https://letstalk.murraybridge.sa.gov.au/> and paper copies can be found at the Local Government Centre and the Murray Bridge Library.

Feedback on the draft Strategy can be provided via:

- <https://letstalk.murraybridge.sa.gov.au/>
- council@murraybridge.sa.gov.au
- Post: Rural City of Murray Bridge, PO Box 421, Murray Bridge SA 5253

Consultation closes at 5pm Wednesday 22 July 2026.