

# Rural City of Murray Bridge Economic Development Strategy 2015-2030



*Bridge to Opportunity*

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

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## Foreword by the Mayor



Murray Bridge is an important regional city that makes a strong contribution to the South Australian economy. Our assets include a sizeable working age population, our position as the regional centre for a growing food production and processing industry, our location on key transport routes and our history of innovation and creativity.

As Adelaide's population and economy expands over the coming decades, the Murray Bridge region will become a significant growth zone: we are not constrained by the requirements of intensive wine production, water catchment, or land availability. We have land, skills and opportunity in abundance.

Our residents know the benefits of living in Murray Bridge and the townships in our Council area. The Murray River is at the core of our lives, providing water, recreation, jobs, and a country lifestyle that is the envy of other regions.

Murray Bridge is the service centre for a large region, which gives us shopping, services, government agencies- and provides a strong basis for future growth.

There is always the risk that we only look at the easy and the positive. We also know that the Murray Bridge region has high youth unemployment, an economy that is quite dependent on food production and processing, and a large number of unfilled job vacancies. Our young people leave the region to study and find work in progressive careers, and we are not regarded as an entrepreneurial hub that attracts and supports innovative businesses. In a highly competitive global economy, there are many other regions that are better known for being "open for business".

For Murray Bridge and its townships to grow and prosper, we need a clear economic vision and a sound strategy to help us achieve this. As part of its major review of Community and Strategic Plans, the Rural City of Murray Bridge is developing an Economic Development Strategy to guide our transformation into a vibrant, progressive economic centre that provides opportunities and jobs for our residents, and positions us to compete successfully in the global economy. We are delighted to be working closely with Regional Development Australia Murraylands and Riverland in the development of this Strategy.

**Mayor Brenton Lewis**



## Economic indicators

### Population

In 2014, the population of the Rural City of Murray Bridge was 20,740 (ABS Estimated Resident Population), 1.23% of the 2014 population of South Australia.

### Industry diversity

12 industries dominated employment in the Murray Bridge economy at the 2011 Census:

Sector	Employees
Food Product Manufacturing	846
Agriculture	620
Other Store-Based Retailing	468
Construction Services	359
Preschool and School Education	356
Food and Beverage Services	351
Food Retailing	340
Social Assistance Services	293
Public Administration	271
Residential Care Services	254
Road Transport	240
Medical and Health Care Services	215

### Occupation

23% of the working population are labourers (compared to 11% for South Australia), 14% are trades workers (same as South Australia). Only 9% are professionals, compared to 20% for South Australia. 2011 Census.

### Housing affordability

The median house price in September 2015 was \$234,750 and the median rent was \$250 per week. ([www.realestate.com](http://www.realestate.com))

10% of households (in the 2011 Census) were paying more than 30% of their income on rent, and 7% were paying more than 30% of their income on mortgages.

### Growth

Forecast growth for Adelaide Hills and Murray Bridge in the 30 Year Plan for Greater Adelaide is 29,000 net additional population, 13,000 net additional dwellings and 13,000 net additional jobs.

### Education

At the 2011 Census, 28.7% of people were attending an educational institution. Of these, 29.7% were in primary school, 19.9% in secondary school and 11.9% in a tertiary or technical institution.

### Unemployment

As at June 2015, the unemployment rate in the Murray Bridge local government area was 11.7% higher than the average of 8.6% for the period December 2010-June 2015.

### Culture

At the 2011 Census, 18% of Murray Bridge residents were born overseas, and a quarter of residents have parents who were born overseas. The most common countries of origin were England, China, New Zealand, the Philippines and Italy.

### Business size

As at June 2014, Murray Bridge had:  
591 non-employing businesses  
261 businesses that employed 1-4 people  
123 businesses that employed 5-19 people  
22 businesses that employed 20-199 people  
0 businesses employed over 200 people\*

(81650 Counts of Australian Businesses:

\* ABS does not release data that can identify individual businesses and therefore some larger businesses may not be represented in this data)

## Our vision

Our vision is for the Rural City of Murray Bridge to be the focus of South Australia's regional economic growth over the next 20 years, to deliver opportunity, resilience and a wonderful lifestyle that attracts and retains skilled and innovative people and businesses.

## Making it happen

Our vision will be delivered through focusing on three themes:

1. A robust and diverse regional economy
2. A desirable place to live, work, invest and visit
3. A progressive, productive community

Delivered in five year stages:

Stage 1	2015-2020	Game Changers
Stage 2	2020-2025	Developing opportunity
Stage 3	2025-2030	Realising a vibrant future

The Economic Development Strategy will be reviewed at the end of each stage, and reforecast for the coming 15 year period. This approach provides clear detailed direction for the short term, and allows the Strategy to be dynamic and responsive over the long term.

The detail of these themes and stages is set out in the following pages.

## The Strategy

### Stage 1 - 2015-2020: Game Changers

*The aim of Stage 1 is to address the urgent and important tasks that will deliver 'quick wins' as well as providing a sound basis for the more ambitious goals set out in Stages 2 and 3.*

#### 1.1 Identity

Establish a strong, positive, aspirational identity that includes the message that the Rural City of Murray Bridge is 'Open for Business'.

We will do this by:

1. Beautifying town entrances and public spaces.
2. Investigating a refreshed brand for the Rural City of Murray Bridge.
3. Generating positive messages about Murray Bridge and its townships that are heard and recognised across our region, in Adelaide and across the country.
4. Addressing how we plan for development and process applications.
5. Engaging our leaders in strategies to address current barriers and in shaping the future.
6. Capitalising on and promoting the benefits of a multicultural community.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>New business investment is drawn to Murray Bridge:</p> <ul style="list-style-type: none"> <li>≥ Our SME base grows by 10% per year</li> <li>≥ We have attracted at least two additional large business by 2020</li> <li>≥ Current gaps in labour supply have been addressed, and strategies are in place to avoid the lag between labour demand and supply in the future</li> </ul>	<p>Murray Bridge has national appeal as an attractive, vibrant city:</p> <ul style="list-style-type: none"> <li>≥ We consistently hear and see good news stories in social and traditional media</li> <li>≥ Capable, ambitious people are moving into our region</li> </ul>	<p>Our community is proud of itself and its region:</p> <ul style="list-style-type: none"> <li>≥ We have a strong leadership development program that challenges old stereotypes</li> <li>≥ Our community is developing and activating creative solutions to its challenges</li> <li>≥ We embrace our cultural diversity and capitalise on the skills and abilities this brings.</li> </ul>

## The Strategy

### Stage 1 - 2015-2020: Game Changers

#### 1.2 Appealing and affordable housing for growth

We have appealing and affordable housing appropriate to incomes, aspirations and cultures to attract and retain new residents.

We will do this by:

1. Planning for housing growth that retains the rural and lifestyle charm of the region, and provides a range of housing options to suit students, workers, managers, and people and cultures with special needs.
2. Reviewing and adapting our zoning and planning processes to allow for high-end accommodation with River views and access, to attract professionals and people with discretionary spending capacity.
3. Working with the real estate sector, employers, educators, retailers and services to develop and implement a Relocation Package that assists skilled migrants to settle quickly and build a life for themselves and their families in the Murray Bridge region.
4. Lobby the State Government to allow creation of lifestyle blocks based on existing homesteads in appropriate rural areas.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>Housing is a draw-card for new residents with the skills to grow the Murray Bridge region:</p> <ul style="list-style-type: none"> <li>➤ 300 new homes are constructed each year</li> <li>➤ The local construction sector has grown by 10% to cater for increased demand for housing</li> </ul>	<p>A range of housing types are available:</p> <ul style="list-style-type: none"> <li>➤ The market has tested housing models that support population growth without undermining the amenity of the region</li> <li>➤ High end homes with River views and access are attracting professionals to live and work in the region</li> <li>➤ Murray Bridge and its townships provide rural and River living for people who commute to work in Adelaide and the Hills</li> <li>➤ Our small towns benefit from an influx of new residents</li> </ul>	<p>Our excellent reputation for supporting and including new residents is a point-of-difference that brings migrant labour into the region:</p> <ul style="list-style-type: none"> <li>➤ Murray Bridge and surrounds is a highly desirable location for skilled migrants who aim to stay for the long-term</li> </ul>

## The Strategy

### Stage 1 - 2015-2020: Game Changers

#### 1.3 Career, education and entrepreneurship pathways

We are driving the development of local career, education and entrepreneurship pathways that build skills to grow the economy, facilitate new businesses, and provide exciting and relevant employment opportunities for our young people.

We will do this by:

1. Developing and implementing programs that support small business entrepreneurship and incubation, including opportunities for youth entrepreneurs.
2. Supporting initiatives such as the Chaffey Learning Exchange that facilitate the expansion of regional tertiary education programs and e-learning support.
3. Facilitating the growth of high quality secondary and tertiary education facilities to cater for our increasing population.
4. Supporting the RDA Murraylands and Riverland, industry and relevant government agencies to develop and implement employment skills programs to provide a local labour market that supports industry growth.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>Our community can access quality education and skill development within the region to support the development of a diverse and robust economy:</p> <ul style="list-style-type: none"> <li>≥ Vocational Education and Training courses that address key regional skill needs are delivered in Murray Bridge</li> <li>≥ Our schools have excellent connection to industry, employers are reporting a 10% increase in employment of young people from this region</li> <li>≥ Our employers have a strong pool of reliable local labour</li> </ul>	<p>People whose priority is to develop their career, see work and educational opportunity as a good reason to live in the Murray Bridge region:</p> <ul style="list-style-type: none"> <li>≥ Employers are reporting higher success rates in attraction and retention of key workers</li> <li>≥ Partners of workers moving into the region are successful in finding local work</li> <li>≥ Our residents have access to excellent local education and career pathways</li> </ul>	<p>Our residents are capitalising on greater access to development programs:</p> <ul style="list-style-type: none"> <li>≥ The outward migration of young people has dropped by 5%, at the same time as the take-up of higher education by young people has increased by 5%</li> <li>≥ Our entrepreneurship programs are creating a culture of innovation and excitement - there are no empty shops within the Council region</li> <li>≥ The Murraylands Education Precinct has been fully activated</li> </ul>

## The Strategy

### Stage 1 - 2015-2020: Game Changers

#### 1.4 Tourism is contributing to a diverse economy and creating opportunity

Murray Bridge, its townships and the tourism region are positioned as a unique and desirable activity-based destination for travellers and Adelaide day trippers.

We will do this by:

1. Encouraging the development of interesting niche businesses in our shops and public places, particularly aimed at weekend place activation, day trip tourism and experiences that complement key tourism drivers.
2. Working with neighbouring Councils to develop and promote an integrated schedule of events that increases residential amenity and attracts tourists.
3. Zoning and planning processes that support River-based tourism activity and the development of high end accommodation and eateries.
4. Facilitating the provision of quality Visitor Information Services that address face-to-face information needs as well as adapting to trends in online information and booking services.
5. Working with Adelaide City and the South Australian Tourism Commission to develop dispersal strategies that bring tourists into the region.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>Tourism provides opportunities for new ventures and the growth of existing businesses:</p> <ul style="list-style-type: none"> <li>➤ The level of visitation to Murray Lakes and Coorong Tourism Region has increased by 20% by 2020</li> <li>➤ 100 new high-end rooms are available by 2018</li> <li>➤ The Murray Bridge Visitor Information Centre has a close working relationship with tourism operators and event/activation programs and maintains VIC accreditation</li> <li>➤ We are effectively capitalising on key tourism drivers</li> </ul>	<p>Murray Bridge and townships are interesting and exciting places:</p> <ul style="list-style-type: none"> <li>➤ Every weekend there are well publicised events and activities that appeal to locals and tourists</li> <li>➤ Visitors can experience River-based activity (such as water skiing and kayaking) without pre-booking</li> <li>➤ Murray Bridge region has at least one successful four star restaurant</li> <li>➤ Our trails, playgrounds and parks, and our sporting events, provide activities for locals as well as tourism attractors</li> </ul>	<p>Creativity and entrepreneurship is expressed through markets, events, popups (e.g. cafes, bars and shops) and river-based activity:</p> <ul style="list-style-type: none"> <li>➤ Our programs and approvals processes generate constant entrepreneurial and creative activity in public spaces</li> <li>➤ Our tourism activities are well represented online and we are above regional average in % of offerings listed on the Australian Tourism Data Warehouse</li> <li>➤ Our Indigenous Cultural Heritage is valued locally and generates cultural tourism initiatives</li> </ul>

## The Strategy

### Stage 1 - 2015-2020: Game Changers

#### 1.5 Regional collaboration

Significant planning work has been done by Council and RDA Murraylands & Riverland to identify targeted investment zones, it is time to activate these zones. Councils within the region are keen to collaborate on a number of initiatives including planning and development, infrastructure, and tourism (addressed in 1.4).

We will do this by:

1. Collaborating with RDA Murraylands & Riverland to update the Murray Bridge Investment Prospectus.
2. Taking an active role in regional working groups to realise major regional initiatives such as Gifford Hill, Monarto Transport Hub, Lower Murray Floodplains, Motorsport Park, the Monarto Zoo 20 Year Masterplan, and the RCMB Riverfront Strategy.
3. Encouraging growth and diversity in the food production and processing industries.
4. Working with other local government areas to develop cross-regional plans and initiatives.
5. Advocating for key initiatives with State and Commonwealth Governments.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>There is commitment for government and business investment in target zones:</p> <ul style="list-style-type: none"> <li>➤ Additional major investment has been realised in Monarto</li> <li>➤ The South Australian Government has delivered in-principle agreement that Monarto will be the site of the second major Adelaide airport</li> <li>➤ 20% of the currently vacant land in the Floodplains is in production</li> <li>➤ We have identified future regional investment zones</li> </ul>	<p>Investment generates housing, jobs, amenity and opportunity:</p> <ul style="list-style-type: none"> <li>➤ The Gifford Hill racing and community facility is fully operational, and 30% of the predicted housing is under construction</li> <li>➤ Motorsport Park has created new and expanded opportunities for Murray Bridge businesses</li> </ul>	<p>Training for new skills is available in the region:</p> <ul style="list-style-type: none"> <li>➤ New employment opportunities have been identified and skill development programs have been implemented</li> <li>➤ We have a unified consistent approach across neighbouring Councils that encourages people to live, work, invest and visit the region</li> </ul>

## The Strategy

### Stage 2 - 2020-2025: Developing opportunity

*Stage 2 elevates activity beyond the baseline set in Stage 1. In this five year period, we will consolidate our achievements and position the region for strong growth in Stage 3.*

#### 2.1 Murray Bridge is a recognised centre for educational opportunity

Murray Bridge will be the largest centre for tertiary education in South Australia outside of metropolitan Adelaide.

We will do this by:

1. Facilitating the development of a multi-institution campus for tertiary education.
2. Supporting the development and delivery of tertiary courses with application to key growth industries of this region.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>Education makes a significant direct contribution to our economy:</p> <ul style="list-style-type: none"> <li>≥ Education comprises 5% of Gross Regional Product (nationally, the GDP value of education is 4%)</li> <li>≥ Tertiary education is contributing to research and development that has direct benefit for regional industry sectors</li> </ul>	<p>Murray Bridge has become a desirable destination for academics:</p> <ul style="list-style-type: none"> <li>≥ Tertiary institutions employ 500 professional and support staff who live and work in the region</li> <li>≥ Our facilities support applied, theoretical and online collaborations with industry and the international academic collegiate</li> </ul>	<p>Our residents are capitalising on better access to education:</p> <ul style="list-style-type: none"> <li>≥ The outward migration of young people has dropped by a further 5%, at the same time as the takeup of higher education by young people has increased by a further 5%</li> <li>≥ The percentage of adults in the Rural City of Murray Bridge who are enrolled in tertiary education has increased from 11.8% in 2011 to the SA average (22% in 2011) by 2025</li> </ul>

## The Strategy

### Stage 2 - 2020-2025: Developing opportunity

#### 2.2 Fully operational investment zones

The investment zones are fully operational and Murray Bridge businesses and community are realising the potential of these developments.

We will do this by:

1. Working with neighbouring Councils, government and investors to identify emerging opportunities, and facilitating responses to these opportunities.
2. Promoting successful outcomes to generate further interest and accelerate additional investment in enterprise zones.
3. Producing, in collaboration with RDA Murraylands and Riverland, a new vision for investment and an investment prospectus that targets key opportunities.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>There is significant government and business investment in target zones:</p> <ul style="list-style-type: none"> <li>≥ Monarto is an important national intermodal hub, with Adelaide's second major passenger and freight airport</li> <li>≥ The Floodplains are highly productive and contributing to a diverse value-add economy</li> <li>≥ We have a new 2020-2025 investment prospectus</li> </ul>	<p>Investment generates housing, jobs, amenity and opportunity:</p> <ul style="list-style-type: none"> <li>≥ Gifford Hill is rapidly taking over Morphettville as South Australia's premier thoroughbred training venue</li> <li>≥ Motorsport Park has increased the appeal of the region for tourism and liveability</li> <li>≥ The Riverfront in Murray Bridge has been activated</li> </ul>	<p>Our community is developing the skills and abilities to take advantage of the new jobs generated by these initiatives:</p> <ul style="list-style-type: none"> <li>≥ ABS employment data shows an increase in the number, type and income levels of jobs in sectors relating to key initiatives</li> <li>≥ Murray Bridge is the centre of a rapidly developing agri-business innovation sector that is contributing to sustainable food production (in a variable climate) and higher value-add processing</li> </ul>

## The Strategy

### Stage 2 - 2020-2025: Developing opportunity

#### 2.3 Balanced business investment

By 2025 the Murray Bridge region will be home to a 'balanced portfolio' of small, medium and large businesses that together create a robust economy that is resilient in the face of economic and climatic shock.

We will do this by:

1. Supporting the process of continual creation of new ventures to create a local 'engine house' for economic activity.
2. Providing incentives to attract medium-sized businesses that contribute to economic diversity, reflect the region's emphasis on innovation, and support regional educational and employment development initiatives.
3. Maintaining effective dialogue with large businesses to ensure that Council does not create unnecessary operational or expansion barriers.
4. Capitalising on the diversity generated by our multi-cultural community.
5. Monitoring emerging trends and collaborating with RDA Murraylands and Riverland to facilitate the implementation of initiatives that capitalise on opportunities and ameliorate potential detrimental effects.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>We have a stronger mix of small, medium and large businesses in a diverse range of sectors:</p> <ul style="list-style-type: none"> <li>≥ Currently the top 12 industry sectors (those that employ more than 200 people) employ 59% of workers - by 2025, 25 sectors will employ more than 200 workers</li> <li>≥ The number of small businesses will increase by 30% by 2025</li> <li>≥ A focus on value add will result in more money being spent in the local economy</li> </ul>	<p>Murray Bridge residents have a large choice of industry sector and employment type:</p> <ul style="list-style-type: none"> <li>≥ By 2025, two thousand new jobs will have been created (up from 7,825 jobs at the 2011 Census)</li> </ul>	<p>A larger percentage of Murray Bridge residents will be in employment:</p> <ul style="list-style-type: none"> <li>≥ Unemployment will have reduced from the current (June 2015) rate of 11.4% to the State average (currently 8.2%) by 2025</li> </ul>

## The Strategy

### Stage 2 - 2020-2025: Developing opportunity

#### 2.4 Online: fast, connected, informed

Within a decade, the Murray Bridge region will be recognised as an 'early adopter' of online technologies, connecting the region to the world to access education, careers and markets. The introduction of NBN in 2015 will trigger better uptake by homes and businesses, but by 2020 we need to assist those who have not connected, or who are not using the online environment effectively.

We will do this by:

1. Encouraging comprehensive take-up of business connection to NBN.
2. Liaising with RDA Murraylands and Riverland to identify, source funding and deliver, courses and training to enable small business to participate effectively in online marketing, learning and e-commerce.
3. Lead by example with the Council's website, online transactions and social media presence.
4. Monitoring trends in the online environment and supporting the dissemination of this information to the community.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>Our businesses will be competing effectively in the online environment:</p> <ul style="list-style-type: none"> <li>≥ All businesses will be online</li> <li>≥ Regional tourism will benefit through active participation in online database, booking and consumer agglomeration and feedback sites like TripAdvisor</li> </ul>	<p>Murray Bridge businesses and employees will benefit from 'learn from home, work from home' arrangements facilitated by good broadband:</p> <ul style="list-style-type: none"> <li>≥ Telecommuting will reduce transport time and costs for Murray Bridge residents who work in other regions</li> <li>≥ Our new migrants have accessible online communication with friends and family in other parts of the world</li> </ul>	<p>Our community will take advantage of opportunities for online communication, creativity, learning and employment:</p> <ul style="list-style-type: none"> <li>≥ Our library services will reflect <i>Tomorrow's Libraries</i>: "Connected Community Places", "Creative Content and Knowledge Centres", and "Innovation and Digital Hubs"</li> <li>≥ Our community will have expanded access to and support for e-learning</li> </ul>

## The Strategy

### Stage 3 - 2025-2030: Realising a vibrant future

*By the late 2020's, Murray Bridge will have transformed into a vibrant city, renowned for its sound business base, educated and entrepreneurial community, and rapid adoption of new opportunities. The region will be 'top of mind' for local, national and international investors.*

#### 3.1 Integrated ideas, knowledge, opportunities

Technological convergence will be mirrored by cross-sectoral collaboration so that Murray Bridge businesses, leaders and residents are sharing and testing ideas, developing innovative responses, and fast-tracking new initiatives to give the region a strong position in the global economy.

We will do this by:

1. Continuing to support integrated leadership programs introduced and implemented during Stages 1 and 2.
2. Connecting our leaders to the world through alliances, study tours and trade missions.
3. Leveraging our partnerships with vocational and higher education to position the region as an international centre for applied research and learning.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>New ideas are collaboratively shared and developed to give Murray Bridge a competitive edge against regional economies across the globe:</p> <ul style="list-style-type: none"> <li>➤ Our annual rate of collaborative new venture creation matches that of the fastest growing Australian region</li> <li>➤ The focus on applied learning supports innovation and local development of skills</li> </ul>	<p>Murray Bridge draws the 'brightest and the best' because of its proximity to international transport, internet connectivity, cultural vitality, quality hospitality and retail sector, and extensive River-based recreation:</p> <ul style="list-style-type: none"> <li>➤ New professional residents feel welcome in the vibrant Murray Bridge culture, which respects people of all ages, abilities and incomes</li> </ul>	<p>Our leaders drive the aspiration of the region:</p> <ul style="list-style-type: none"> <li>➤ Council is a minority player in the further development of Murray Bridge, our community is taking leadership and driving development</li> </ul>

## The Strategy

### Stage 3 - 2025-2030: Realising a vibrant future

#### 3.2 Adelaide's playground

In 20 years we're expecting Adelaide to have a much larger population that is looking for interesting and different non-city entertainment. Murray Bridge can become a highly desirable River-based destination only an hour from the capital - for travellers, day trippers, and retirees.

We will do this by:

1. Planned development of land adjacent to the River for high-end living: river-side mansions, good restaurants, interesting and quirky shopping, and quality health and services.
2. Encouraging businesses that create river-based activities so that visitors can access recreation that is currently only available to locals or boat owners.
3. Maximise the benefits of major attractions within the region: the Murray River, Monarto Zoo, Motorsport Park, Gifford Hill.
4. Maintaining a program of festivals, markets, events and place-making activities.
5. Supporting a regional approach to the development of boating, sporting and other recreational infrastructure.

We know we will have achieved this when:

A robust and diverse regional economy	A desirable place to live, work and visit	A progressive, productive community
<p>We are the 'go to' South Australian recreational destination:</p> <ul style="list-style-type: none"> <li>≥ The Murray Bridge region 'owns' the brand for active river-based recreation for the entire River Murray</li> <li>≥ The Monarto airport brings visitors directly into our large attractions and has boosted international visitation by 10 times (currently only 6,000 international visitors come to the region each year)</li> </ul>	<p>River-side development has created high-end residential appeal that also drives demand for restaurants, retail and services:</p> <ul style="list-style-type: none"> <li>≥ Our river-side homes and supporting lifestyle brings investment and expenditure that contribute to a diversified regional economy</li> <li>≥ We equal the Adelaide Hills and Fleurieu Peninsula in the number of day trip visitors</li> </ul>	<p>Murray Bridge is a vibrant, engaged community with low unemployment:</p> <ul style="list-style-type: none"> <li>≥ We have a large range of jobs that appeal to young people, career developers and lifestyle residents</li> <li>≥ Our community supports local events, markets and place making activity - using these opportunities to connect to and welcome new residents and visitors</li> </ul>





The Rural City of  
**MURRAY  
BRIDGE**

*Bridge to Opportunity*

### **Visitor Information Centre**

3 South Terrace  
Murray Bridge  
t 08 8539 1142

### **Works Depot**

21 Hindmarsh Road  
Murray Bridge  
t 08 8539 1160

### **Public Library**

Level 2  
Murray Bridge Market Place  
Murray Bridge  
t 08 8539 1175

### **Regional Gallery**

27 Sixth Street  
Murray Bridge  
t 08 8539 1420

### **Rural City of Murray Bridge**

2 Seventh Street  
Murray Bridge SA 5253  
t 08 8539 1185 F 08 8532 2766  
council@murraybridge.sa.gov.au

### **Lewin Nursing Home**

67 Joyce Street  
Murray Bridge  
t 08 8539 1185

### **Youth Centre**

3-5 Railway Terrace  
Murray Bridge  
T 08 8539 2122

### **Town Hall**

13-17 Bridge Street  
Murray Bridge  
t 08 8539 1430