

INVESTMENT PROSPECTUS

THRIVE BY THE MURRAY




murray river
council

DISCOVER MURRAY
RiverCountry

**LIVE
WORK
INVEST**
RiverCountry



ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

Murray River Council acknowledges the Yorta Yorta, Wamba Wamba, Wiradjuri and Barapa Barapa peoples as the traditional custodians of the land on which the Murray River Council townships are located. We pay our respects to Elders past, present and future. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples on this land and commit to building a brighter future together.

SOURCES

Data and statistics referenced in this document have been sourced from the following sources: REMPLAN; REMPLAN Forecasts; ABS 2021 Census Place of Work Employment (Scaled); ABS 2021 / 2022 National Input Output Tables; ABS June 2023 Gross State Product; ABS 2021 Census of Population and Housing; ABS 2022 / 2023 Tourism Satellite Account and TfNSW TZP22.

DISCLAIMER

Information contained in this document is based on available information at the time of writing. All figures and diagrams are indicative only and should be referred to as such. While Murray River Council has exercised reasonable care in preparing this document, it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.

REFERENCES

Throughout this document, the phrase Murray River region is used to reference the Murray River Council Local Government Area (LGA). The Murray River Council LGA consists of the main towns of Moama and Barham and the surrounding villages of Mathoura, Wakool, Moulamein, Murray Downs and Tooleybuc, covering a total land area of 11,85 square kilometres.

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DISCOVER MURRAY RIVER COUNCIL

WELCOME TO A REGION TEEMING WITH
UNTAPPED POTENTIAL.

Located in the heart of southeastern Australia, the Murray River Council Local Government Area (LGA) is one of NSW's fastest growing regional municipalities. Spanning 11,865 square kilometres of rich, fertile land the region is located 227 kilometres north of Melbourne and 800 kilometres south of Sydney. Positioned as the 6th fastest growing local government areas in Regional NSW, the Murray River Council region is projected to grow by 17,267 new residents by 2046.

Proximity to major urban centres, strong population growth, robust infrastructure and availability and affordability of developable land make the Murray River region an ideal destination for investors seeking sustainable, long-term growth.

KEY INVESTMENT SECTORS

- Agriculture
- Construction
- Manufacturing
- Healthcare and social assistance
- Tourism, sport, and leisure
- Accommodation and food services
- Education and training

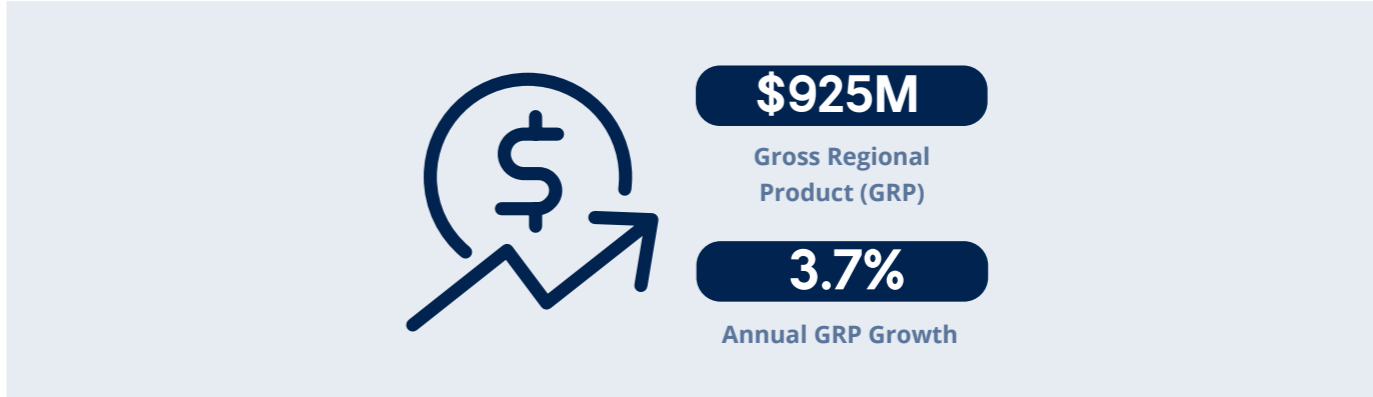
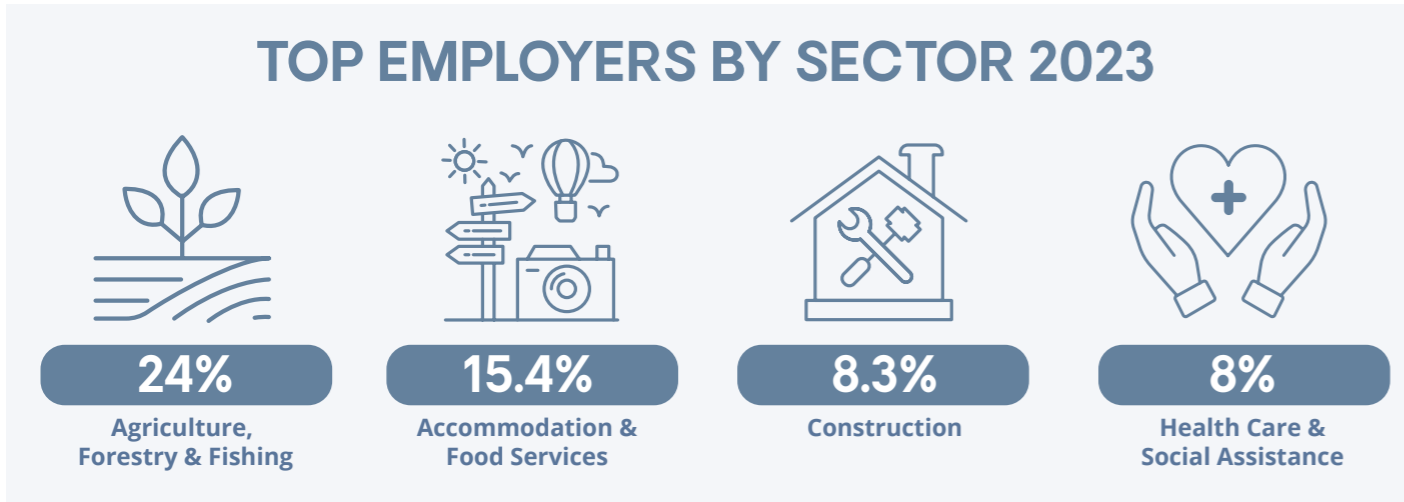
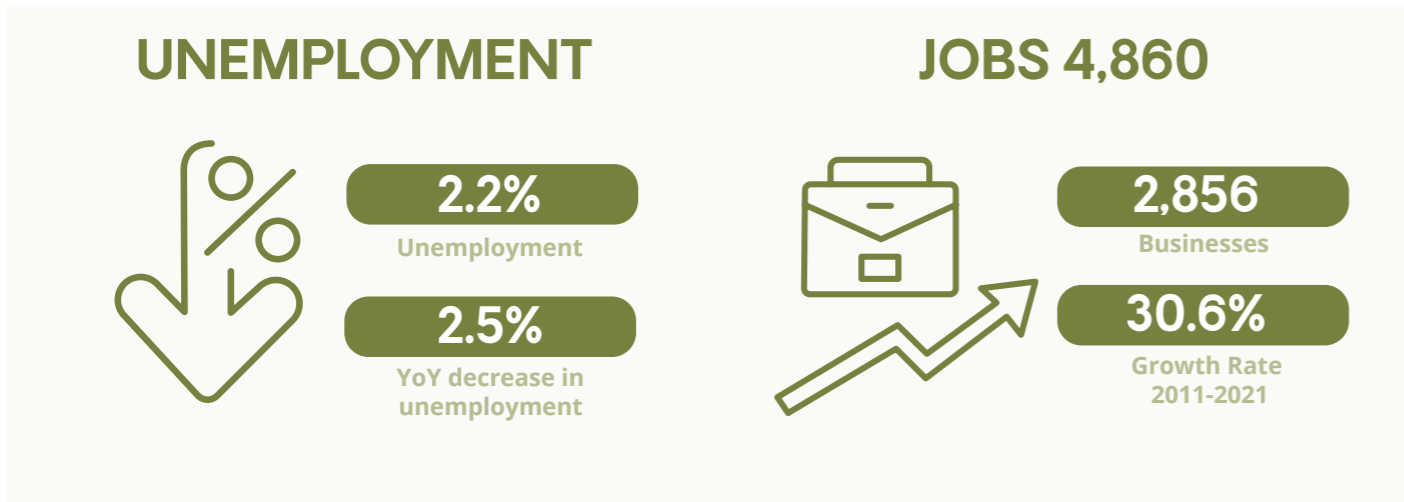
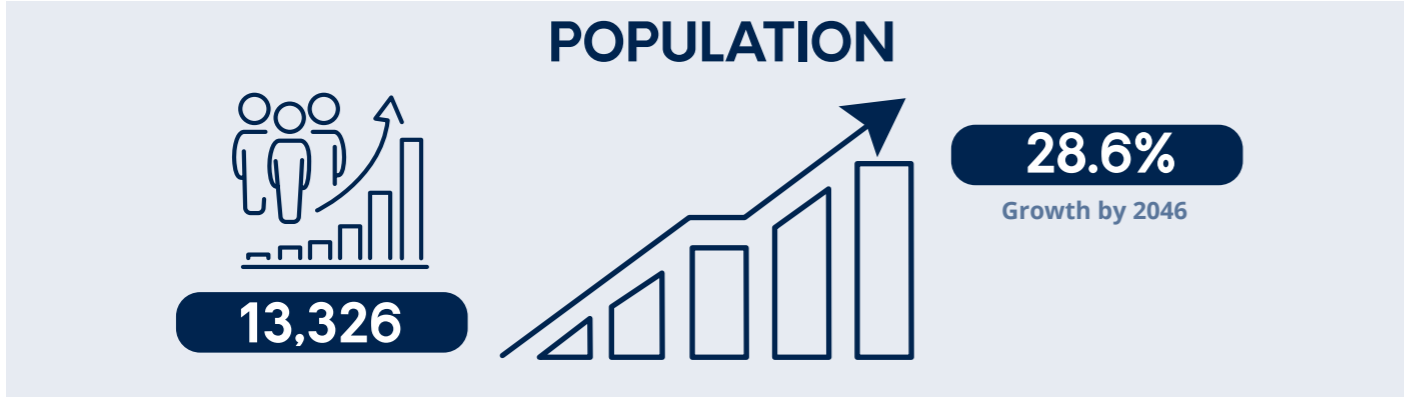


MURRAY RIVER SNAPSHOT

Situated on the Victorian-New South Wales border, the Murray River Council region offers central connectivity to major urban centres, facilitating seamless trade and commerce with domestic and international markets. Its robust infrastructure, including well-developed transport networks supports a wide range of industries from agriculture and manufacturing to tourism.

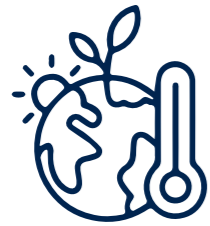


ECONOMIC PROFILE



Source: REMPLAN, ABS Census 2021, ABS 2022 / 2023 Tourism Satellite Account and TfNSW TzP22.

ECONOMIC PROFILE



300 DAYS

of Sunshine



\$1.6M

Annual Visitors



\$593K

Median House Price



363 M3/S

Secure Water



\$114M

Visitor Spend



14%

Increase in Residential Building Approvals



41%

of Residents have a Certificate III & IV



2.5 HRS

to Melbourne International Airport



25%

Lower Rental Prices than Sydney



36.8%

of residents have a Bachelor or Higher Degree

Source: REMPLAN, ABS Census 2021, ABS 2022 / 2023 Tourism Satellite Account and TfNSW TZP22.

MURRAY RIVER ADVANTAGES

OUR STRENGTHS, YOUR OPPORTUNITY

ABUNDANT NATURAL RESOURCES

The Murray River region's temperate climate, fertile soils, abundant natural resources, and cost-effective business environment make it ideal for agriculture, horticulture, and tourism. Consistent sunshine ensures high-yield crops and premium wine production, while also attracting tourists year-round.

- **300+ days** of sunshine a year
- 363 m3/s of **secure water** via the Murray River
- Southwest **Renewable Energy Zone** harnessing wind and solar
- Rich, fertile soils for cultivating **high-quality** ingredients

STRATEGIC LOCATION + SUPPLY CHAIN ADVANTAGES

Investing in the Murray River Council region means benefiting from its strategic location, established supply chains and excellent transport network. With built-in routes to market and an existing skilled workforce, the region provides a strong and stable foundation for new and existing ventures.

- **Centrally** located between Sydney and Melbourne
- 6,716+ existing **skilled workforce**
- **Well-developed** transport network: highways, rail and airports
- Direct access to **established industries:** manufacturing, construction, agriculture and tourism

FLOURISHING VISITOR ECONOMY

Boasting picturesque landscapes, vibrant cultural attractions, year-round sunshine and endless river activities, the Murray River region is a premier tourism destination. Generating \$114 million annually, the region's thriving visitor economy provides investors extensive opportunities in hospitality, accommodation, entertainment and tourism services.

- Established visitor economy generating **\$114 million** annually
- **Year-round** tourist appeal due to its favourable climate
- Close **proximity** to Melbourne
- **1.6 million** visitors annually

VERSATILE + AFFORDABLE LAND

In the Murray River Council region, land is abundant, affordable, and diverse, catering to a range of industries and projects. From expansive agricultural holdings to commercial and residential projects, investors have ample opportunities to tailor their investments to suit their needs.

- **Competitive** pricing
- Versatile **zoning**
- Large lots with **no height restrictions**
- **Cost-effective** operations

GROWING + RESILIENT ECONOMY

The Murray River Council region has experienced two decades of strong population growth, becoming a thriving centre to live, work and invest. Significant population increase projections set the stage for future growth, opening up extensive opportunities in all major industries.

- **16%** population increase over two decades
- Significant recent growth with a **quarter increase in residents** over the last two years
- Projected **28.6%** population rise by 2041

CROSS-BORDER WORKFORCE ADVANTAGE

Located on the NSW-Victorian border, the Murray River region offers unique workforce advantages with its cross-border communities like Echuca-Moama and Barham-Koondrook. Residents enjoy enhanced work-life balance opportunities while businesses and investors benefit from access to a diverse talent pool from both sides of the border.

- Regional clusters of **exceptional talent** in agriculture, manufacturing, hospitality, construction and health
- **Double** the workforce, through cross-border communities
- Strong industry and education **partnerships** for next-generation talent



INVEST IN MAJOR PROJECTS

Over the next 5 years a project pipeline of \$1.9 billion will propel growth across the Murray River Council region, providing extensive job opportunities and economic growth.

Several major projects including, but not limited to, the Meninya Street redevelopment, Bridge Art project and Transgrid Energy Connect project will enable long-term growth and sustainability for new and existing businesses.



1 PROJECT ENERGY CONNECT

AUSTRALIA'S LARGEST ENERGY TRANSMISSION PROJECT

Project EnergyConnect will deliver a 900-kilometre energy interconnector between the power grids of South Australia and New South Wales, enabling the transition of Australia's energy network to a greater mix of renewables.

6 BRIDGE ARTS PROJECT

\$27 MILLION

Development of the Moama Bridge Art Precinct is a transformative, high-profile project that will provide a world-class arts precinct on the Murray River. The first of its kind, the Bridge Art Project will include a new gallery, 1km raised walkway through riverine forest and several art activations.

2 COMMERCIAL PLAZA, MOAMA

\$30 MILLION

Making way for a new commercial plaza, the 37,000ms site will include space for a large supermarket, medical and childcare centre, service station, café and takeaway outlets.

7 MENINYA STREET, MOAMA REDEVELOPMENT

\$52.9 MILLION

The Meninya Street redevelopment project will reimagine the heart of Moama through major construction, beautification, and commercial development of five key precincts. Creating a vibrant hub for visitors and businesses alike, the redevelopment will significantly increase visitation and commercial opportunities.

3 RICH RIVER GOLF CLUB EXPANSION

\$10 MILLION

Expanding its existing footprint, the Rich River Golf Club in Moama will deliver a new three storey, 5-star Motel with 38 luxury suites.

8 BORDER INN, MOAMA REDEVELOPMENT

\$10 MILLION

Redevelopment of the existing Border Inn on Meninya Street in Moama will see major modifications made to key facilities as well as alterations and additions to the existing footprint.

4 MURRINDAAL PARK, MOAMA

\$50 MILLION

Developed by Oakbridge Developments, a new large residential estate is being developed in Moama offering expansive 2000m2+ blocks and a commercial centre for a local business.

9 MOAMA PRESCHOOL

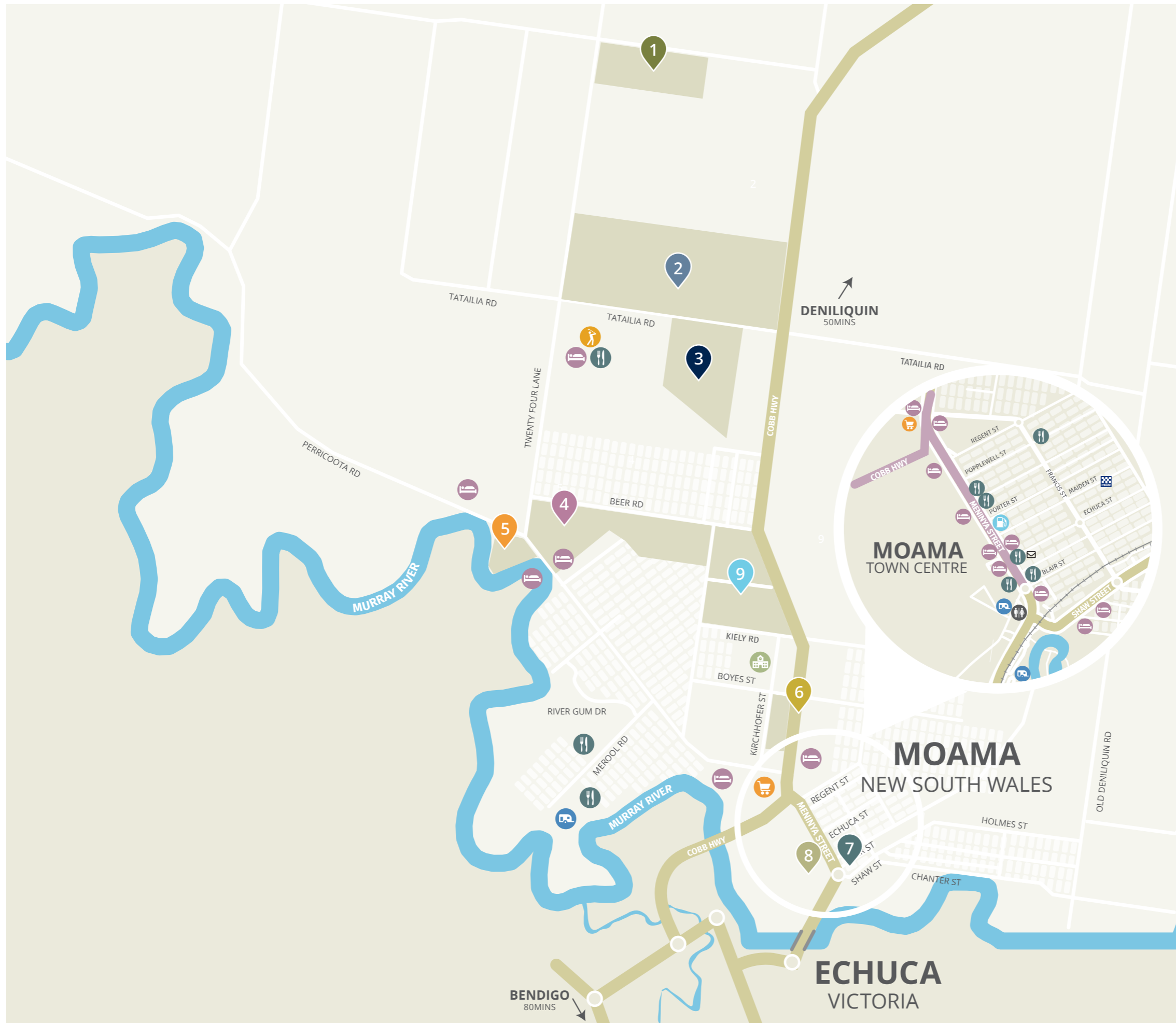
\$5.9 MILLION

A brand new, state of the art Childcare centre in the heart of Moama.

5 MOAMA BOWLING CLUB EXPANSION

\$20 MILLION

Undergoing major growth, the Moama Bowling Club expansion project delivers a premium resort featuring 64 rooms, two pools, a gym, café and upscale restaurant.



IN MOAMA

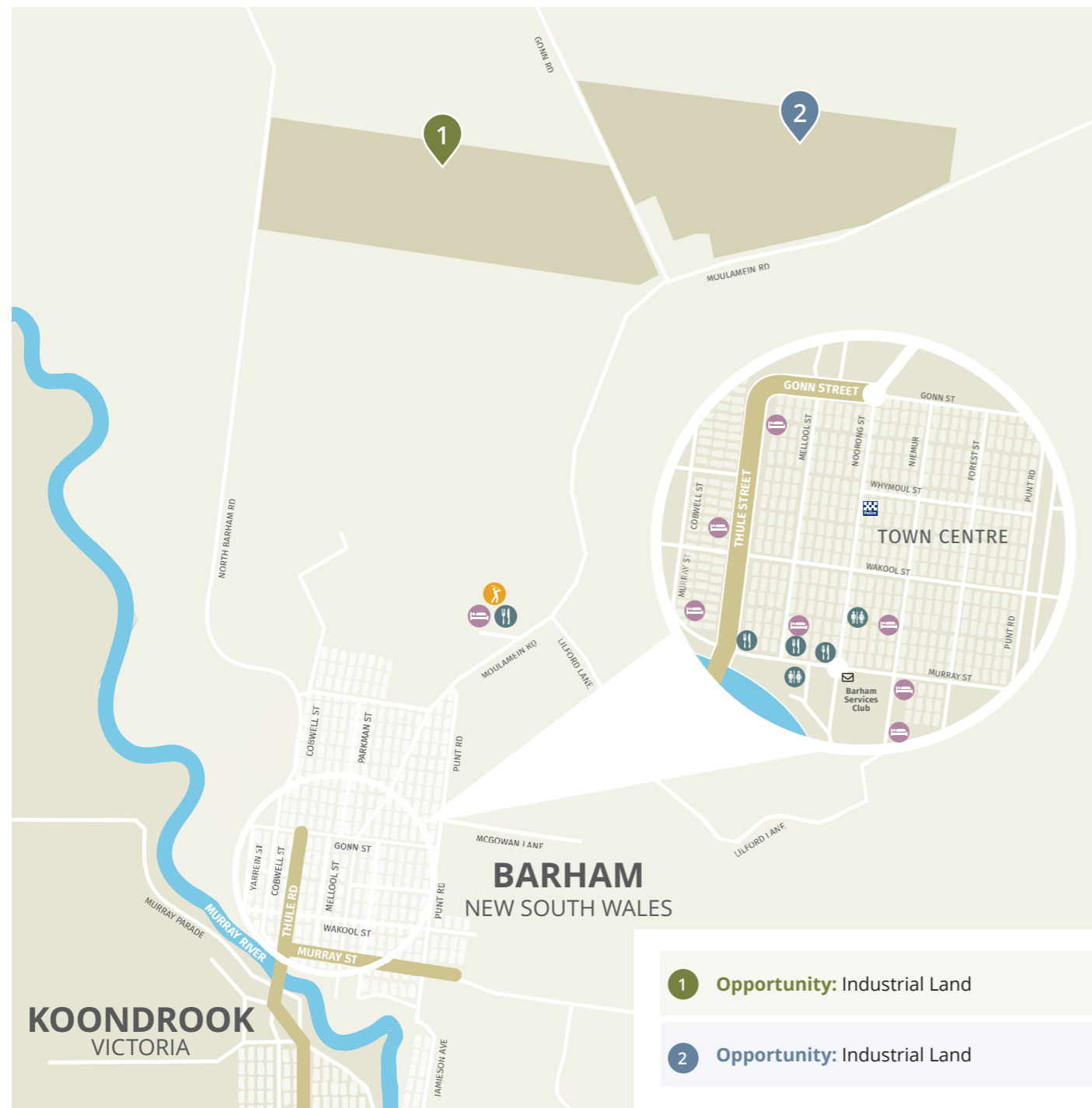
Emerging as the most sought-after location for businesses and residents alike, Moama is central to the regions accelerated growth. Today, Moama is home to 56% (6,204) of the LGA's population with the highest concentration of businesses and homes. Invest in Moama to capitalize on a growing market.

- 1 Opportunity:**
Industrial Land
- 2 Opportunity:**
Business or Industrial Land
- 3 Opportunity:**
Commercial, Residential or Retail
- 4 Opportunity:**
Residential Development
- 5 Opportunity:**
Riverfront Resort
- 6 Opportunity:**
Commercial Centre
- 7 Opportunity:**
Commercial Land
- 8 Opportunity:**
Multi-purpose Commercial
- 9 Opportunity:**
Industrial or Commercial Land

INVEST

OPPORTUNITIES IN BARHAM

Barham, the second largest township in the Murray River Council region, offers prime investment opportunities with its thriving agricultural sector, scenic riverfront, and strategic location for tourism and hospitality businesses.



OPPORTUNITIES IN MURRAY DOWNS

Bordering the bustling town of Swan Hill in the western corner of the Murray River Council region, Murray Downs is a historic town known for its high-quality orchards and vibrant tourism sector. With its unique positioning, Murray Downs offers exceptional opportunities for businesses looking to thrive.



NSW: AUSTRALIA'S MOST START-UP FRIENDLY STATE

NSW's supportive business environment and thriving population provides strong foundations for commercial success and scalability.

RANKED #1
for fostering start-ups and meeting essential needs for a flourishing community
Source: Cisco Australia Digital Readiness Index 2022



MURRAY RIVER INDUSTRIES

Murray River Council is committed to fostering a thriving economy within our region, guided by a visionary 10-year blueprint for sustainable growth. At the heart of our strategy lies the **Economic Development and Tourism Strategy**, a comprehensive framework designed to accelerate growth and attract investment by 2034.

This strategy includes a range of initiatives and priorities aimed at enhancing growth in key industries and sought-after services. Among these priorities, Murray River Council has identified high-value sectors that are positioned to drive economic expansion and unlock new investment opportunities.

We invite investors to explore the wealth of opportunities within these identified industries and become integral partners in the economic transformation of the Murray River region.



INVEST

▶ AGRICULTURE

Where natural resources are plentiful

▶ TOURISM, SPORT, AND LEISURE

A must-see destination

▶ CONSTRUCTION

Paving the way for our future

▶ EDUCATION AND TRAINING

Live, learn, thrive

▶ MANUFACTURING

Supplying the nation

▶ RENEWABLE ENERGY

Powering the future

▶ HEALTH CARE AND SOCIAL ASSISTANCE

Creating a healthy, thriving community

▶ ACCOMMODATION AND FOOD SERVICES

Experience the region

INVEST IN AGRICULTURE

ABUNDANT RESOURCES AND FERTILE SOILS

The Murray River region provides an ideal environment for agricultural production. With its temperate climate, fertile soils, abundant natural resources, and cost-effective business environment, it presents a winning combination of location advantages. The Murray River serves as a vital source of irrigation for farmers and ensures a reliable water supply for businesses.

ROBUST FOOD AND AGRIBUSINESS SUPPLY CHAIN

As a premium agricultural area, producers in the Murray River Council area lead the way in agricultural innovation, using advanced technologies to maximise diversification and output. The region's significant supply chain allows businesses to benefit from established pathways to market including access to trusted suppliers, streamlined transport and logistics and local manufacturing.

RENOWNED FOR PRODUCING HIGH-QUALITY RAW INGREDIENTS AT SCALE

The Murray River region has earned a reputation as a prime agricultural hub, producing high-quality raw ingredients year-round. With excellent growing conditions, the region excels in cultivating premium products and delivering a steady supply of diverse raw materials. Home to an extensive network of large, premium growers, producers, and farmers, the area offers investors significant advantages. These include established infrastructure, reliable production capabilities, and a well-deserved reputation for quality.

HIGHLY DIVERSIFIED INDUSTRIES

With growing demand for locally sourced, Australian-grown produce, there's a growing need for new and diversified agricultural activities in the region. Building on its rich history of traditional farming practices focused on

livestock, grain and dairy production, the Murray River region is primed to serve as a strategic base for new and expanding businesses. Recent years have seen a notable shift towards diversified agricultural ventures, including vegetable and fruit crops, grape, and plant and turf cultivation. This diversification not only broadens the region's economic base but also positions it favourably to capitalise on emerging market trends and opportunities.

MANUFACTURE WHERE YOU GROW

From farm to fork, the Murray River region offers a robust infrastructure and established manufacturing ecosystem for food and beverage production. With state-of-the-art facilities, strategic logistical networks, and a highly skilled workforce, businesses can scale up or establish operations with ease. From sourcing quality

ingredients to packaging and distribution, businesses can rely on the expertise and efficiency of Murray River's manufacturing ecosystem to meet diverse consumer demands and capitalise on emerging market trends.

FAST FACTS

- The agriculture sector contributes **\$570.667 million (30.1%)** of total output ¹⁴
- **56.5%** of Murray River's exports are primary industries ¹⁵
- **Agribusiness is the region's largest employer** producing 1,167+ Jobs ¹⁶
- **18.7% projected job growth** in Agribusiness by 2041 ¹⁷
- **\$190 million-dollar** industry revenue added ¹⁸

14 REMPLAN | 15 REMPLAN | 16 REMPLAN | 17 | 18 ABS 2021

- ✓ Productive soils nurtured by a temperate climate with **more than 300 days of sunshine** each year
- ✓ Recognised as the food bowl of NSW for its **prime growing conditions**
- ✓ An **experienced agribusiness workforce**
- ✓ **Affordable** land and operating costs

Good soils, sunshine, and water... all the right ingredients for a thriving agricultural sector.



LIVESTOCK + MEAT

- **\$69m** gross value ¹⁹
- **614,000** livestock produced and **39,000** eggs ²⁰



DAIRY

- **\$24m** milk gross value ²¹
- **10,000** dairy cattle ²²



HORTICULTURE

- **\$62m** gross value ²³
- Produced **27,000** tonnes of fruit, vegetables and plants ²⁴
- **14,000** tonnes of carrots produced ²⁵
- **9,500** tonnes of tomatoes produced ²⁶



HAY + SILAGE

- Produced **89,000** tonnes of pasture, cereal and crops for hay and silage ²⁷
- **\$18m** gross value ²⁸



FIELD CROPS

- **\$123m** gross value ²⁹
- Produced **163,000** tonnes of wheat ³⁰
- **117,000** tonnes of barley produced ³¹



WINE

- **\$4.3m** gross value ³²
- **5,116** tonnes of grapes produced ³³

19-33 source: ABS Agricultural Census 2020-2021

INVEST IN CONSTRUCTION

PAVING THE WAY FOR OUR FUTURE

Strong population growth has led to a growing demand for new residential and commercial construction in the region and that trend is set to continue. This demand is amplified by a growing visitor economy and expanding workforce, creating a continuous need for new residential, commercial, and infrastructure projects.

THE LOCATION OF CHOICE

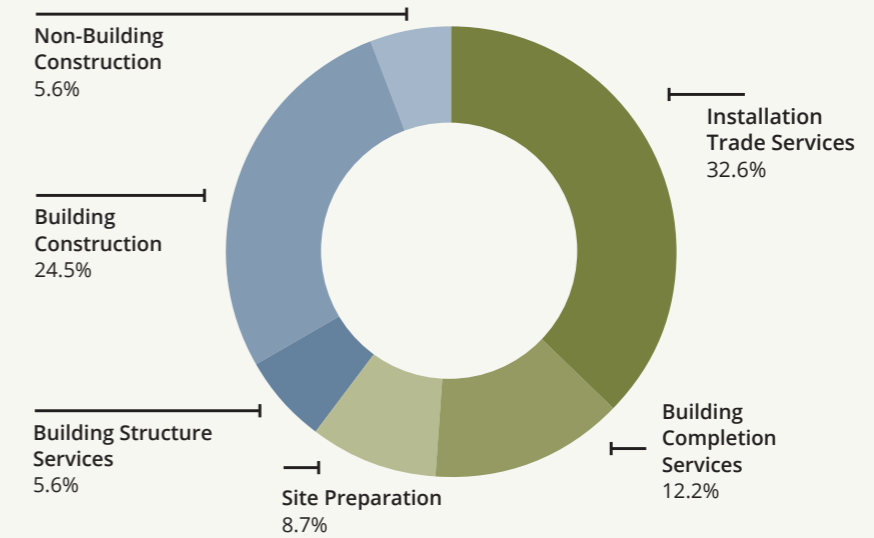
Situated just 2.5 hours north of Melbourne along the picturesque Murray River, the region attracts both visitors and relocators seeking its desirable lifestyle and affordable cost of living. Recent years have witnessed a surge in regional migration, presenting increased opportunities for investors. With its affordable land prices, skilled workforce and supportive local government, the Murray River Council area offers an ideal environment for construction businesses to thrive and capitalise on its promising market potential.

- ✔ Locally made, readily available materials
- ✔ Highly experienced trade workforce
- ✔ Growing population
- ✔ Affordable land = high development demand
- ✔ 56% annual increase in residential building application FY 20/21

OPPORTUNITIES

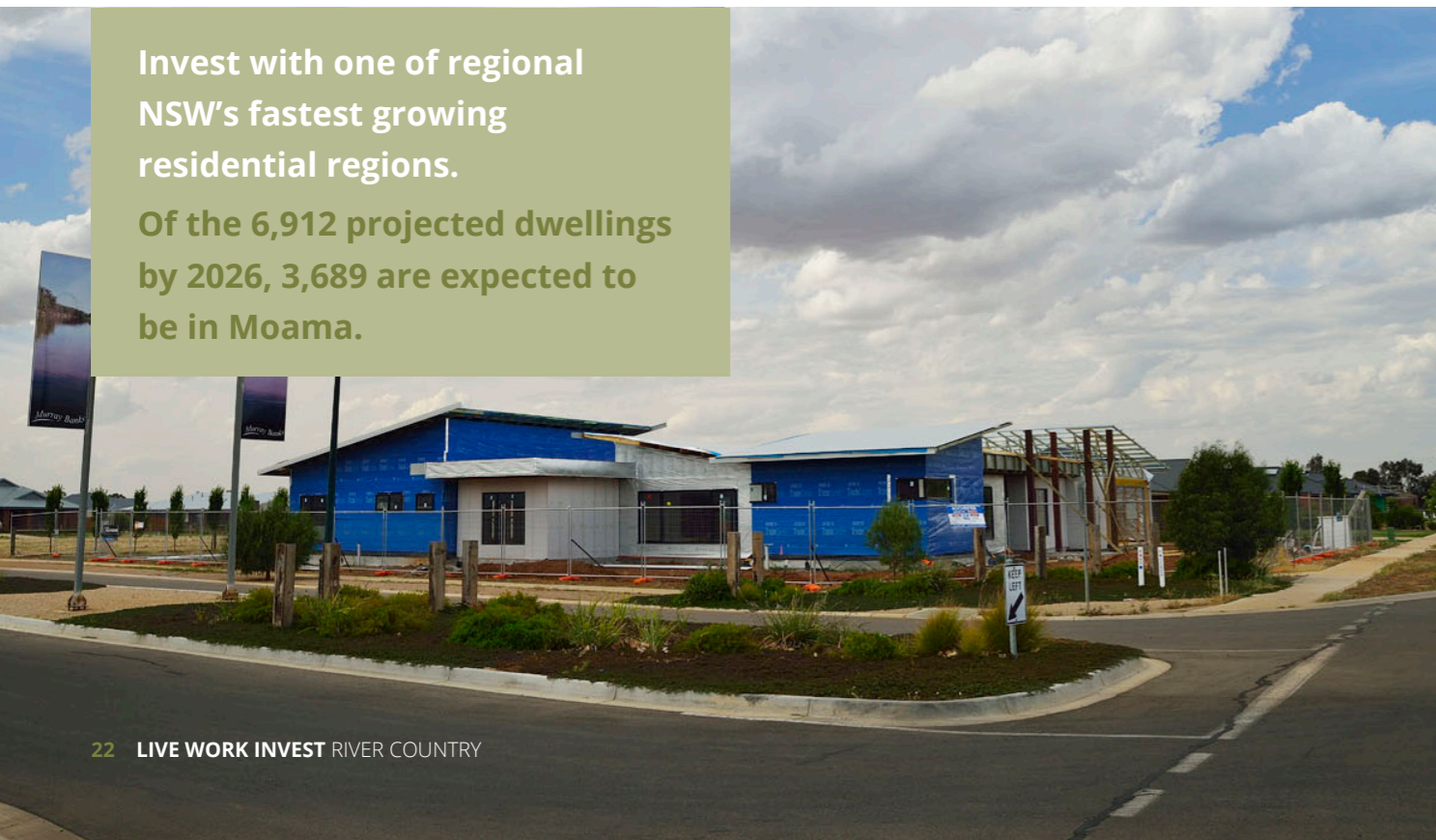
- Hotel developments
- Property developments
- Renovation and refurbishment
- Industrial and commercial developments
- Civil Infrastructure
- Age-friendly infrastructure and care homes

LOCAL WORKFORCE



INVEST

Invest with one of regional NSW's fastest growing residential regions.
Of the 6,912 projected dwellings by 2026, 3,689 are expected to be in Moama.

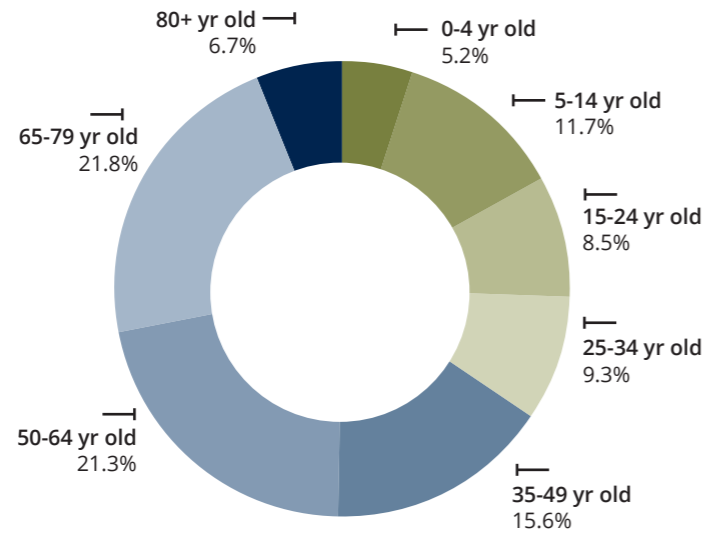


FAST FACTS

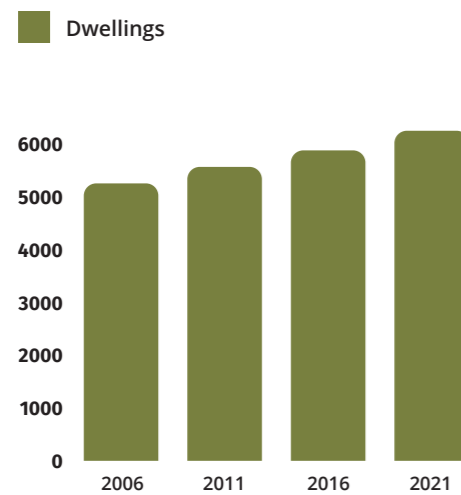
- \$243 million-dollar industry revenue added
- 560+ Jobs ³⁵
- 28.6% projected population growth by 2046 ³⁶
- Rising regional migration
- Construction is the regions **third largest** employment sector
- 6.5% projected job growth by 2041 ³⁷
- \$67 million industry value added ³⁸

34-38 Source: REMPLAN, ABS Census 2021

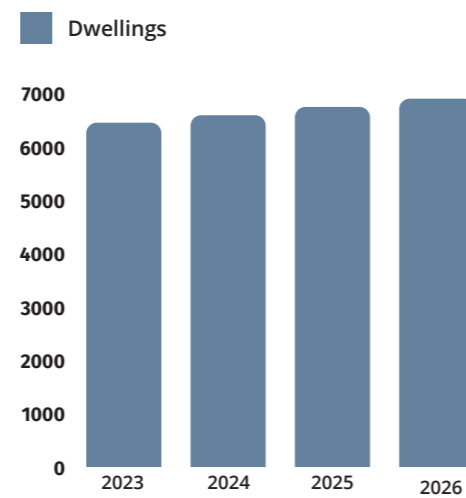
LGA DEMOGRAPHICS 2023



CONSTRUCTION GROWTH 2006-2021



PROJECTED PROPERTY GROWTH 2023-2026



INVEST IN MANUFACTURING

SUPPLYING THE NATION

Manufacturing is part of Murray River Council's long-standing history in innovation. The region is home to a diverse array of value-added manufacturing operations, particularly in machinery, processing, and packaging. With easy access to transport networks including rail, road, sea, and air, the Murray River region offers an ideal environment for manufacturers, investors, and major international industry players to establish their footprint. While the region is already home to several companies specialising in metals manufacturing, engineering, processing, packaging, and wine production, there remains ample room for new ventures to thrive and contribute to the region's dynamic manufacturing landscape.

- ✓ **Flexible** land sites for manufacturing and logistics
- ✓ **Well-established** supply chain
- ✓ **Affordable** cost to business
- ✓ **Proximity** to growers and producers
- ✓ **Quality producers** seeking premium processing, packaging and manufacturing



FAST FACTS

- \$294 million-dollar industry revenue added ³⁹
- \$150 million-dollar regional exports ⁴⁰
- 370 + jobs ⁴¹
- Prime domestic and international distribution routes
- 14.2% projected job growth by 2041 ⁴²
- \$51 million industry value added ⁴³

39 -43 Source REMPLAN, 42 Source: ABS Census 2021

ACCESS OUR LOCAL, SKILLED WORKFORCE

- 1,255 Managers
- 769 Technicians and trades workers
- 763 Labourers
- 433 Clerical and administrative workers
- 369 Machinery operators and drivers

LEVERAGE LOCAL INFRASTRUCTURE

- ✓ Established manufacturing clusters in key central locations across the region
- ✓ Freight rail and road networks connecting the region to international markets
- ✓ Large-scale freight terminals and distribution centres within 2 hrs

\$80.74M

Transport, postal and warehousing
Output 2023

\$30.6M

Wholesale trade
Output 2023

START IN MURRAY RIVER LGA TO LEVERAGE OUR LOCATION AND AFFORDABILITY

As part of Murray River Council's Employment Lands Strategy, key land rezoning will take place to provide essential commercial and industrial land to support in the growing manufacturing demand.

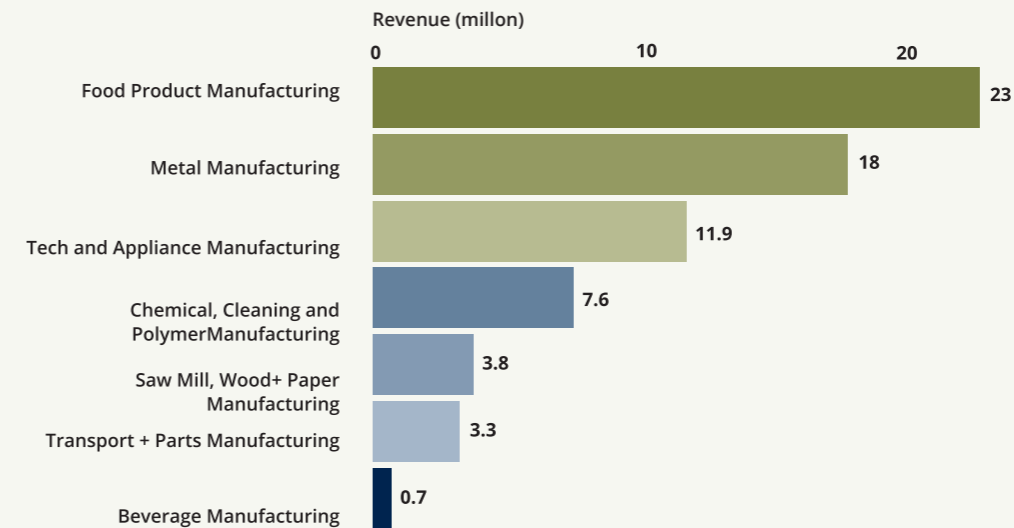
Emerging opportunities include:

- Industrial parks
- Commercial and homemaker centres
- Multi-purpose commercial, retail and residential developments
- Tourism developments on prime river-front sites

INVEST



MANUFACTURING SUB SECTOR REVENUE



INVEST IN HEALTH CARE + SOCIAL ASSISTANCE

CREATING A HEALTHY, THRIVING COMMUNITY

As one of the fastest-growing regions in regional NSW, the projected resident population is expected to increase by 28.6% by 2046, taking the total population from 13,016 to 17,267. This strong population growth, combined with a skilled health workforce, a strategic location, and demonstrated economic performance, offers businesses significant opportunities for expansion and innovation in the healthcare and social assistance sectors.

FAST FACTS

- \$65 million-dollar industry revenue added ⁴⁴
- \$50.2 million-dollar value added
- 675+ Jobs ⁴⁵
- 28.6% projected population growth by 2046
- 6.4% projected job growth by 2041 ⁴⁶

There are more resident workers qualified in health care and social assistance in the border communities of Echuca, Koondrook and Swan Hill

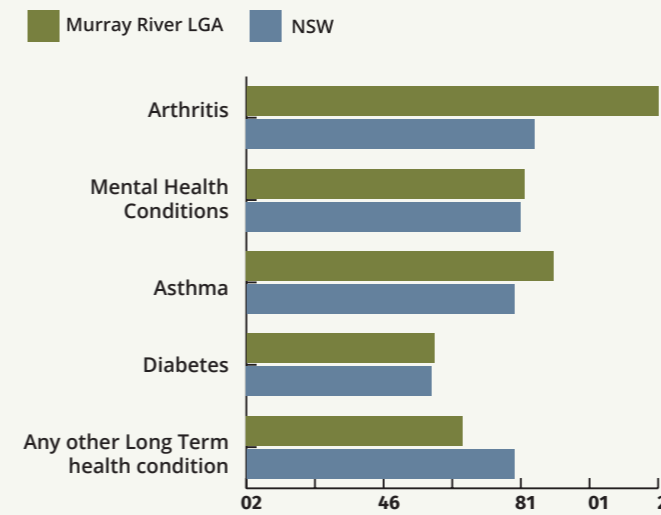


EMPLOYMENT DATA

Health care and social assistance total jobs (675)

- Hospitals208
- Social assistance services181
- Medical and other health care services147
- Residential care services.....139

HEALTH CONDITIONS



TOP OCCUPATIONS IN 2023

- Carers and aides..... 272
- Health professionals 255
- Health support workers..... 77
- Clerical and administrative..... 71

11.95% of the total population work in Health Care and Social Assistance.

CAPITALISE ON OUR AGEING POPULATION

A healthy population is key to the area's economic productivity and growth, enabling greater spending, longer workforce participation, and better health outcomes. As a region with a high percentage (49.78%) of residents over the age of 50 and 30% of the population having one or more long-term health conditions, there are higher than average opportunities for health and social care services due to the ever-growing demand.



INVEST

INVEST IN TOURISM, SPORT & LEISURE

A MUST-SEE DESTINATION

The Murray River Council region stands as one of Australia's premier regional tourism destinations and serves as a significant economic driver for the area. Drawing in 1.6 million visitors annually and generating \$2.1 million in direct expenditure, it presents limitless opportunities for tourism, sport, and leisure enterprises.

The region's allure is closely tied to the majestic Murray River, its stunning landscapes, and its convenient proximity to Melbourne. Tourism in the Murray River region sustains over 650 jobs and plays a vital role in the local economy.

On the river itself, tour operators offer an array of activities, from historic paddle steamer cruises to water sports and unique culinary experiences. Additionally, both visitors and residents can participate in a range of festivals and events happening throughout the year.

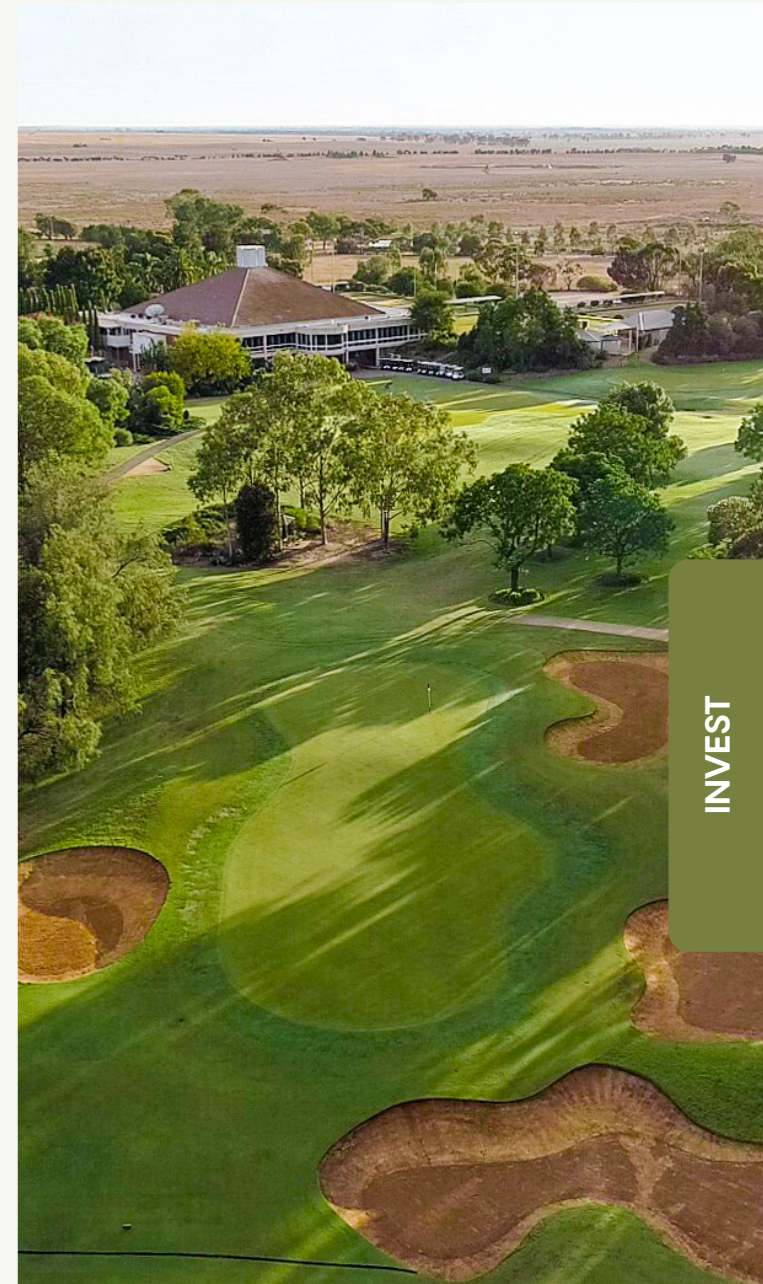
REGIONAL TOURISM IS THRIVING

Represented and promoted by Visit River Country at visitrivercountry.com.au, the tourism industry in the Murray River region continues to thrive, showcasing the area's natural beauty and vibrant cultural offerings.

- The Murray River is home to several destination-based events including the NSW Open Golf Championship, Australian Grand National Cross Country, Southern 80 boat race, and Riverdaze Music Festival.
- Murray River Council invests strategically in major events that attract tourists during the low seasons and expand the visitor economy.

REGIONAL DRAWCARDS DRIVING VISITOR DEMAND

- Perricoota wine region
- The historic port of Echuca
- Murray River paddlesteamers
- Murray Valley National and Regional parks
- World-class water sports and leisure activities



INVEST

DOMESTIC VISITATION TO ECHUCA-MOAMA

July 2022 to June 2023



804,000

Overnight visitors
Up 27.1% on the previous year



2.2M

Overnight stays
Up 4.7% on the previous year



2.7

Average nights spent



\$436M

spent by
overnight visitors



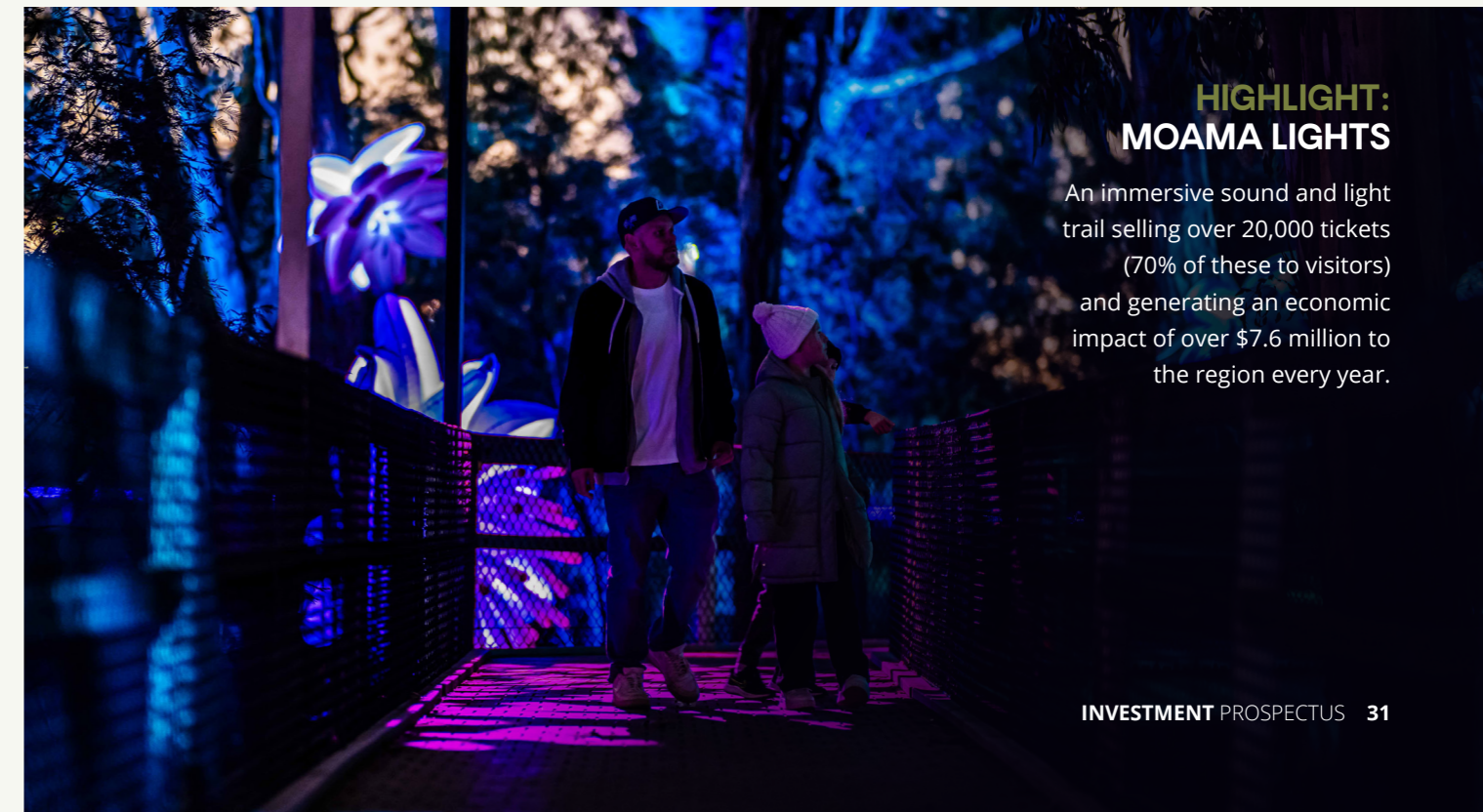
\$199

Average per night spend



879,000

daytrip visitors
Up 78.5% on the previous years



HIGHLIGHT: MOAMA LIGHTS

An immersive sound and light trail selling over 20,000 tickets (70% of these to visitors) and generating an economic impact of over \$7.6 million to the region every year.

INVEST IN ACCOMMODATION + FOOD SERVICES

BECOME PART OF A BOOMING VISITOR ECONOMY

With a strong history of growth in visitation and an established tourism economy, the Murray River Council region has huge potential for accommodation, dining, and hospitality services.

As the region's second-largest employer, the accommodation and food services industry currently support over 750 jobs and injects more than \$97 million into the local economy. With a steady 4% annual growth in visitation, the region experiences a consistent demand for accommodation and dining options. Boasting a diverse range of offerings, from motels to resorts and quaint cafes to upscale restaurants, investors have ample opportunities to capitalise on the region's popularity.

FAST FACTS

- 1.6 million visitors each year ⁴⁷
- 780,000+ overnight visitors ⁴⁸
- 2.1 million nights spent each year ⁴⁹
- 2.7 average nights per visitor ⁵⁰
- \$419 million spent on overnight stays ⁵¹
- \$49 million industry value added ⁵²

Source: REMPLAN, ABS Census 2021, 47-51 Source: TfNSW TZP22

GROWING DEMAND FOR VISITOR ACCOMMODATION

A recent study ([Murray Region Accommodation Study by Murray Regional Tourism](#)) into the current supply of, and future demand for visitor accommodation in the central Murray region estimates that 640+ additional rooms are needed by 2032 to support the needs of the region's growing visitor economy. The combination of a rapidly growing population and continual growth in visitation provides a strong foundation for investment.

FARM TO FORK

A key attraction of the region is its quality and diversity of food experiences. From waterfront dining and food markets to farmgate experiences and premium cafes, the area boasts an array of quality produce and eateries. As a major food-producing region, the Murray River LGA provides businesses with direct access to high-quality, locally grown ingredients, offering a marketing advantage for "fresh and premium" products. Not only is quality a major draw, but the direct access to growers and producers also ensures a cost-effective business model.

THE REGION'S 2ND LARGEST EMPLOYER

■ Murray River LGA ■ NSW



54.6%
reported dining out as the most popular activity for visitors



April
the most popular month for visitors. Followed closely by November



53.4%
visited for a 'holiday'



\$199
average per night spend



45+
is the largest age group of visitors



71.3%
of visitors travel from Victoria

Source: Murray River Regional Tourism Visitation statistics 2023

ACCOMMODATION OPPORTUNITIES

- > Resort accommodation
- > Self-contained apartments and Airbnb's
- > Luxury riverfront accommodation
- > 5-star hotel and conference centres
- > Boutique luxury hotels
- > Midscale hotels

FOOD OPPORTUNITIES

- > Upscale restaurants and dining experiences
- > Cafes
- > Luxury, fine dining
- > Pop Up and Kiosk food services
- > Waterfront dining

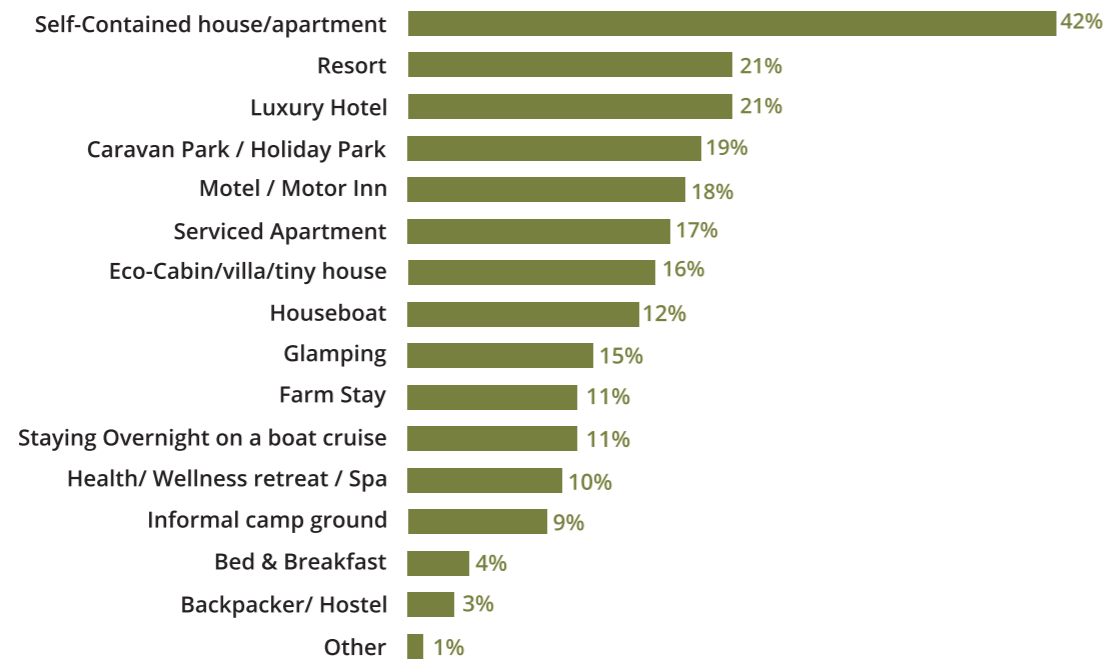
PREFERRED HOLIDAY EXPERIENCES

Visitors reported the following experiences as their preferred activities when visiting the Murray River region.



Source: Murray region Audience Survey, Urban Enterprise 2022

PREFERRED ACCOMMODATION TYPE



Source: Murray region Audience Survey, Urban Enterprise 2022



INVEST IN EDUCATION + TRAINING

LIVE, LEARN, THRIVE

Home to a robust educational system, the Murray River Council region includes 10 preschools, 8 primary schools, and 4 secondary schools, offering a diverse range of public and private options, with ample opportunities for expansion. Situated on the Victoria-NSW Border, educational services extend to communities on both sides of the river, widening the student catchment area and driving the demand for additional facilities. As the population of the Murray River region continues to grow, the opportunities for new educational infrastructure and further childcare are extensive.

FAST FACTS

- 10 preschools
- 8 primary schools
- 4 secondary schools
- Tertiary education offerings through Tafe NSW and Tafe Echuca
- 11.2% projected job growth by 2041 ⁵³
- \$30 million-dollar value added ⁵⁴
- 430+ Jobs ⁵⁵

Source: REMPLAN, ABS Census 2021, 47-51 Source: TfNSW TZP22

TOP OCCUPATIONS IN 2023

- Preschool teachers.....39
- Primary and secondary teachers.....345
- Tertiary education teachers21
- Adult, community or other educators21
- General education and training.....5

A GROWING POPULATION AND EXPANDING WORKFORCE ARE ACCELERATING THE NEED FOR CHILDCARE, PRIMARY, SECONDARY, AND TERTIARY EDUCATION.

Emerging opportunities include:

- Childcare centres
- Primary and secondary education
- Tertiary education

INVEST

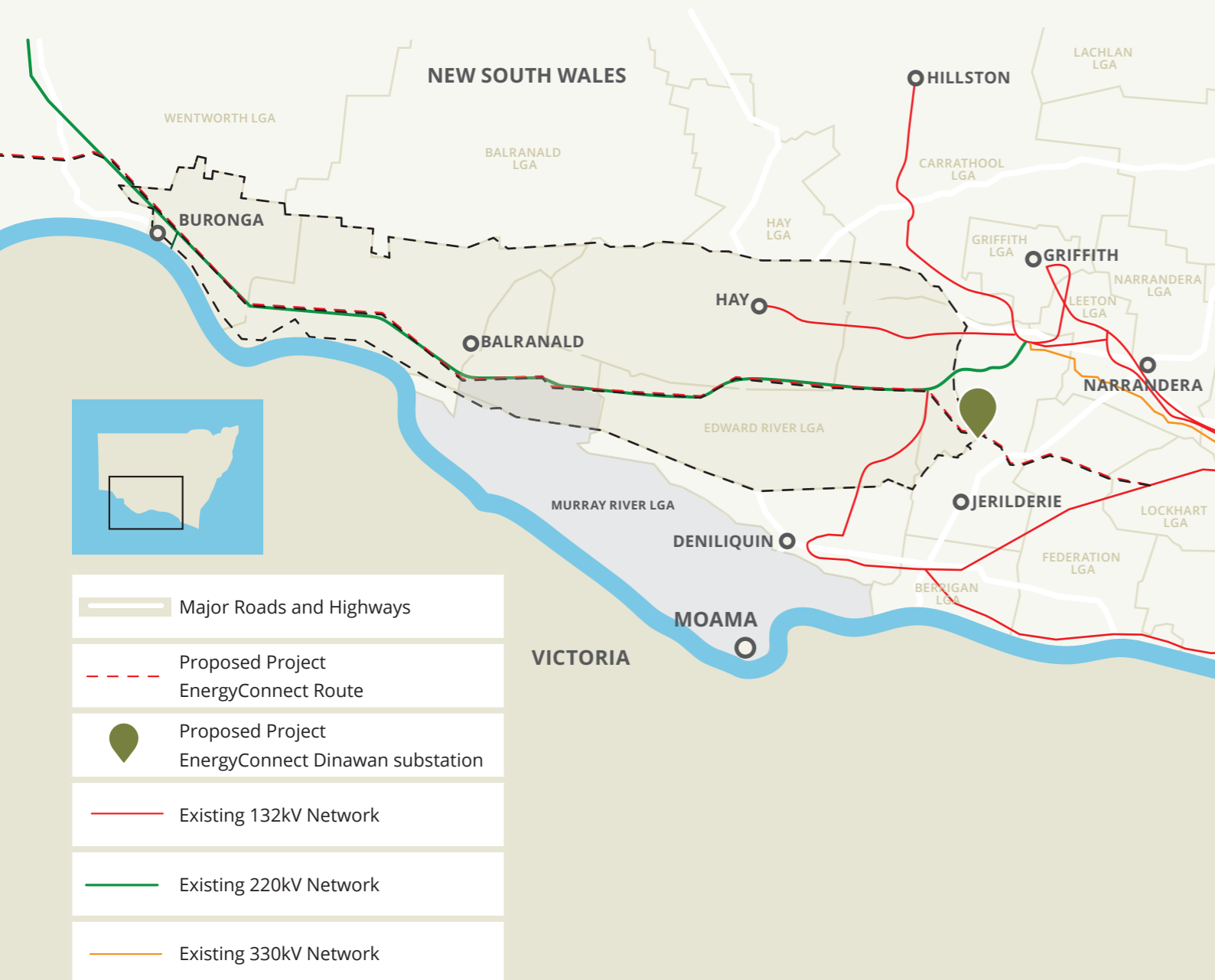


7.63% of residents in Murray River Council work in the education and training industry.



INVEST IN RENEWABLE ENERGY

The Murray River LGA is poised to become a leading producer, user, and exporter of renewable energy. With abundant high-quality wind and solar resources, available land, and existing and developing infrastructure and skills, this region is an ideal location for renewable energy investment.



JOIN THE NSW SOUTHWEST RENEWABLE ENERGY ZONE (REZ)

Chosen by the NSW government for its renewable energy potential, Murray River LGA forms part of the NSW Southwest Renewable Energy Zone (REZ). This zone will have a network capacity of 2.5 gigawatts, providing crucial infrastructure to support Australia's renewable energy network by connecting transmission across South Australia, NSW, and Victoria.

BENEFITS FOR INVESTORS AND BUSINESSES

Investing in the Southwest REZ offers numerous advantages, including:

- ✓ Lower Power Prices: Benefit from reduced energy costs.
- ✓ Improved Energy Security: Enjoy a more reliable energy supply.
- ✓ Increased Economic Activity: Participate in a thriving local economy.

Additionally, the community will gain from job creation and local procurement during both construction and long-term operations. The Southwest REZ will also drive demand for housing, services, and utilities in the Murray River LGA, presenting exciting prospects for future investment.

- Private Investment: The Southwest REZ is projected to attract up to \$2.8 billion in private investment by 2030.
- Job Creation: At its peak, the REZ is expected to support over 2,000 construction jobs in the region.

*Source: Energy Co NSW

The Murray River Council's involvement in the NSW Southwest REZ positions it as a key player in Australia's renewable energy future. Join us in harnessing the power of renewable energy and contribute to a sustainable, prosperous future.



INVEST

THRIVE IN RIVER COUNTRY

ENJOY A FULFILLING AND AFFORDABLE LIFESTYLE

The Murray River Council region offers an enviable work-life balance, characterized by lower living costs, ample space, riverfront living, and a family-friendly environment. With short commute times and easy access to work, study, and recreational activities, it is an ideal place to live and work.

Many of the country's best and brightest are relocating to the Murray River region, lured by our magnificent natural environment and affordable lifestyle.

The region's desirability and quality of life provide a competitive advantage for businesses, particularly in attracting highly skilled staff. Individuals looking to escape the urban hustle and bustle can immerse themselves in the diverse tranquillity of the region, all while enjoying its close proximity to Melbourne and year-round sunshine.

- \$725k median house price ⁵⁴
- 10-minute average commute time
- Free parking and no road tolls
- Great public and private schools
- Endless outdoor activities on your doorstep
- 300+ days of sunshine a year

54 Source: CoreLogic

LIFESTYLE ENHANCING ARTS AND CULTURE

Boasting a vibrant arts and culture scene, the area is rich with galleries, festivals, art experiences and community events that celebrate local and indigenous talent.

- ✔ Moama Lights Festival
- ✔ Riverboats Festival
- ✔ Echuca Moama Winter Blues Festival
- ✔ River Country Art Trail
- ✔ Moama Bridge Art Precinct

Council supports the arts and culture sector through partnerships, an **Arts and Culture Strategy**, and targeted investments.

ICONIC EVENTS AND YEAR-ROUND ACTIVITIES

Home to a variety of annual and high-profile events, Murray River is a top events destination.

- NSW Golf Open Championships
- International and National Bowls Championships
- Australian Grand National Cross Country
- Southern 80 Water Ski Race
- Riverdaze Music Festival
- Riverboats Festival
- Country Music Stampede Festival
- Rock by the River Festival
- Echuca Moama Winter Blues Festival
- Perricoota Pop and Pour Festival
- Echuca Moama Triathlon



IMAGE CREDIT:
POP + POUR FESTIVAL

EMBRACE COUNTRY LIVING

Set along the Murray River, our region offers the perfect blend of activity and tranquillity, with breathtaking river panoramas and forest playgrounds ready to be explored. It is the perfect place to slow down, unwind and soak in all the natural beauty river country has to offer.

Our Mediterranean climate, with hot, dry summers and mild, wet winters, makes outdoor living and an active, healthy lifestyle easy. With numerous parks, walking trails, and endless water-based activities, there is something here for everyone.

VISIT RIVER COUNTRY

Murray River Council has created **Visit River Country** to give residents and visitors inspiration on new ways to explore the region.

With a growing list of things to do and see, Visit River Country is an essential guide to experiencing the region to the fullest.

Search for places to stay, find out what's on and select what to explore next:

- Online visitors guide provided by Murray River Council
- Discover all the must-see sights with the regional touring map
- Visit local wineries, eateries and local producers using the food, paddocks, and produce guide
- Discover the numerous walking and cycling trails across the region
- Relax, discover and be active in a beautiful and unique natural environment

Visit visitrivercountry.com.au

YOUR FUTURE

Murray River Council is here to support you with your new or expanding business, providing a range of assistance to ensure a smooth establishment process.

With support from our dedicated Economic Development team, you'll receive free assistance with site selection, relocation advice, navigating planning and regulatory requirements and introduction to the local business community.

INVESTMENT INCENTIVES AND SUPPORT

Murray River Council supports investors with a range of incentives:

- Single point of contact with council staff
- Introductions, access to industry networks, potential suppliers, and key contacts
- Access to local industry data and statistics
- Land and site selection assistance
- Linkages to local workforce
- Access to investment information via the Live, Work, Invest platform

PLANNING AND DEVELOPMENT SUPPORT

- Preliminary planning information and development application support
- Relocation advice
- Tailored advice on permits, approvals, and restrictions

FINANCIAL INCENTIVES

Financial assistance is available to eligible applicants to help offset expansion, establishment or relocation costs and expedite project timelines. These may include waiving of council fees, rate relief and assistance in connection of services.

- Talk to Council staff to discuss your eligibility today
- Ask for site selection assistance or relocation advice
- Request information on the local economy and market information



QR CODE

Click to find out more about current projects, investment opportunities and local information via the Live, Work, Invest platform.

CONTACT MURRAY RIVER COUNCIL

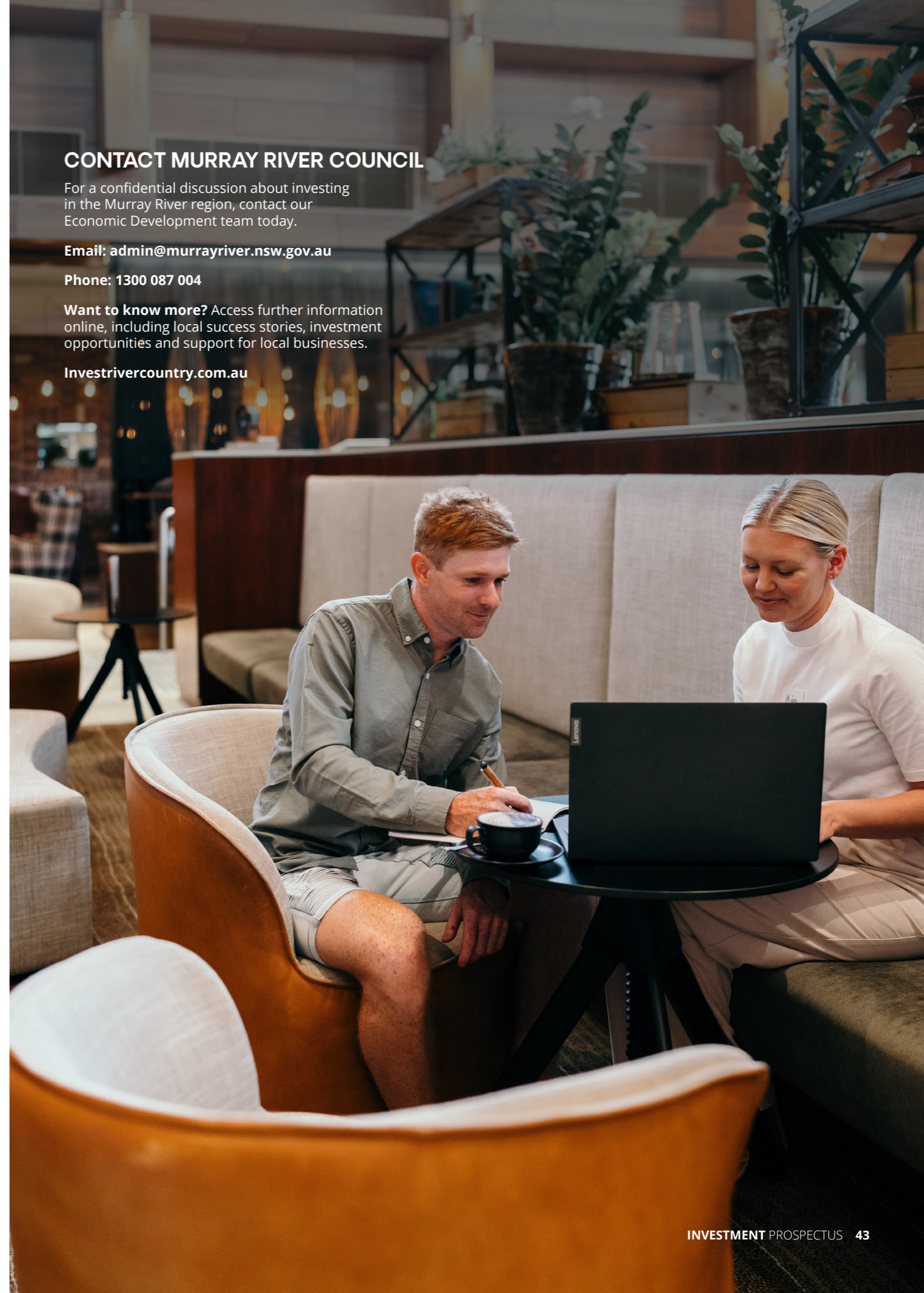
For a confidential discussion about investing in the Murray River region, contact our Economic Development team today.

Email: admin@murrayriver.nsw.gov.au

Phone: 1300 087 004

Want to know more? Access further information online, including local success stories, investment opportunities and support for local businesses.

Investrivercountry.com.au






murray river
council

DISCOVER MURRAY
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**LIVE
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INVEST**
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