

Economic Development and Tourism STRATEGY



Murray River Council's Economic Development and Tourism Strategy (2024-2034) aims to foster sustained economic growth by promoting local industry and positioning the area as a thriving destination for businesses and visitors.

Strategic Vision and Objectives

The strategy aligns with Council's Community Strategic Plan (2022-2032) and aims to stimulate business activity and enhance the quality of life in our community. We're adopting a triple-bottom-line approach that emphasises economic vitality, environmental sustainability, and social equity. Our goal is to create a resilient local economy that thrives on all these fronts.

Key Themes and Strategic Pillars

Support Existing Businesses and Communities

This includes enhancing local business growth through workshops, programs, and supporting community events and infrastructure projects to boost local economies, especially in smaller towns.

Promotion and Investment Attraction

Efforts here are directed at marketing the region as a prime destination for business and investment, attracting external investment through efficient planning and public infrastructure projects that stimulate private sector interest.

Growing Tourism

Recognising the significant contribution of tourism to local employment and the economy, the strategy aims to expand this sector by promoting the region, enhancing tourist experiences, and supporting infrastructure development.

Advocacy and Partnerships

The council plans to advocate for infrastructure investment and collaborate with private sector and governmental bodies to foster economic diversity and job creation.



This strategic plan represents a comprehensive effort by Council to work together to enhance the economic vitality, environmental sustainability, and social equity across our community.

Economic Context and Integration with Other Plans

The strategy integrates insights from the Riverina Murray Regional Plan 2041, which includes objectives for rural industries, net zero transitions, and economic vitality of CBDs and main streets. It is also informed by the Murray Regional Tourism Strategic Plan and the NSW Visitor Economy Strategy 2030, which provide frameworks for boosting the visitor economy and overall regional development.

Implementation and Monitoring

A short-term annual action plan supports the long-term strategic framework, allowing flexibility to address sudden issues like pandemics or natural disasters. The strategy emphasises regular monitoring of progress towards economic, community, and environmental goals, and will be adaptable based on real-world results, economic indicators, environmental impacts, and community feedback.

Challenges and Opportunities

The strategy acknowledges various challenges such as housing availability, workforce shortages, and infrastructure needs. However, it also highlights opportunities like leveraging local agricultural strengths, expanding tourism, and enhancing the attractiveness of the region for new residents and businesses.

Community and Stakeholder Engagement

Extensive community and stakeholder engagement underpins the strategy, ensuring that it reflects the needs and aspirations of local businesses and residents. This includes workshops, surveys, and continuous dialogue to gather input and adjust plans as needed.



Connect with us

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