



Economic Development Strategy



Renmark Paringa
Council

Looking Back

The Renmark Paringa Council area has faced significant challenges in recent years, with a sustained period of drought having a significant impact on the region including on housing sales and median house prices, new housing development application numbers and the unemployment rate.

It is a testament to the resilience of our community and our region that even in the face of these challenges we have still seen exciting developments during this time including:

- Town Centre Revitalisation project - including a new public toilet, new boat mooring pontoon, LED lighting along the Riverfront and in the Town Fountain, along with recycling stations and cool water drinking fountains
- The Frames - three 5 star luxury accommodation retreats
- Almondco - installation and commissioning of new pasteurisation equipment
- Pike River Developments - luxury villa accommodation and function centre upgrades
- Renmark Club - extensive renovations
- Bickford's Australia - establishing a Riverland Distillery
- Big 4 Caravan Park - creation of a Water Park and increased services and capacity.

Looking Forward

The aim of this strategy is to look at what things Council can either facilitate or advocate for to create the best possible environment for increased economic development in our region.

Six key themes have been identified:



The objectives outlined under each of these themes aim to address the key challenges and opportunities facing our region moving forward to:

- Enhance our reputation as a premium food and wine region
- Increase tourism by promoting the unique beauty of our natural environment
- Embrace innovative technologies and methodologies that improve our environmental sustainability (and in particular, water security)
- Build a skilled workforce which can cater for new and emerging economies
- Retain young people in the region
- Ensure the health and wellbeing of our community, particularly in consideration of our aging population.

Our Vision

A strong and sustainable economy built on diversifying our established industries and attracting new industries and investment.

Linkages with other bodies and plans

In developing this strategy, the directions and priorities outlined by Government, the region and industry have, where possible, been considered and integrated, including:

Council

- See Renmark 2024
- Community Plan
- Tracks and Trails Strategy
- Open Space Strategy
- Infrastructure and Asset Management Plan
- Development Plan

Government

- South Australian Strategic Plan
- Ten Economic Priorities (SA Govt)
- Australian Government Immigration Policy
- Dept. of State Development - Invest in SA

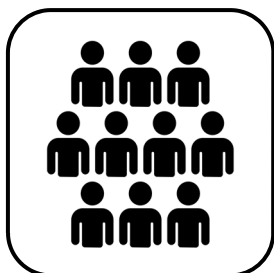
Regional

At a regional level, the key plans developed by Regional Development Australia Murraylands and Riverland Inc (RDA MR), Destination Riverland (DR), Murraylands and Riverland Local Government Association (MRLGA), Riverland Local Government Forum (RLGF) and South Australian Murray-Darling Basin Natural Resources Management Board (SAMDBNRMB) including:

- RDA MR Regional Roadmap
- RDA MR Digital Strategy
- Riverland Regional Prospectus
- DR Riverland Tourism Plan 2020
- DR Riverland Destination Action Plan (SATC)
- MRLGA Regional Public Health Plan
- SAMDBNRMB Strategic and Business Plans

Industry

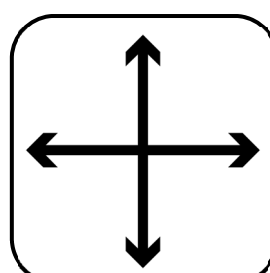
- Each of the key themes are expanded in the following pages, the anticipated outcomes of each are identified by symbols which are explained below:
- Riverland Wine (Strategic Plan 2014-2019)
- Citrus Australia - SA Region
- Almond Board of Australia
- SA Fresh Fruit Growers Association
- Building Industry
- Houseboat Hirers Association



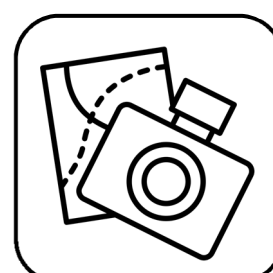
**Population
Growth**



**Job
Creation**



**Industry
Diversification**



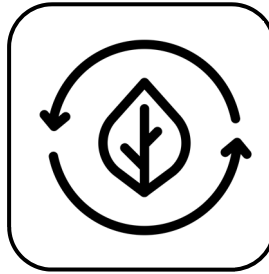
**Increased
Tourism**



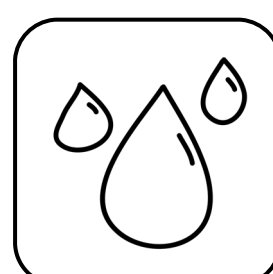
Livability



Asset Renewal
















**Environmental
Sustainability**



Water




















Theme 1 - Infrastructure & Development

Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Create an Industrial & Transport Hub Lead: Renmark Paringa Council <div>H</div>	 	<ul style="list-style-type: none"> Calperum Industrial Estate Auslink National Highway Slip Lane Advocate for upgrades to Bookmark Bridge 	<ul style="list-style-type: none"> Dept of Planning, Transport and Infrastructure (DPTI) RDA Murraylands and Riverland Industry Business owners Investors 	<ul style="list-style-type: none"> Roadmap (RDA MR) Calperum Industrial Estate Development Strategy (RPC)
Increase Airport utilisation Lead: Renmark Paringa Council <div>H</div>	 	<ul style="list-style-type: none"> Investigate opportunities and partnerships for the Renmark Airport 	<ul style="list-style-type: none"> Civil Aviation Safety Authority RDA Murraylands and Riverland Flying Schools Investors Industry 	<ul style="list-style-type: none"> Roadmap (RDA MR) Airport Masterplan (RPC) Community Plan (RPC)
Investigate feasibility, and explore options where feasible, of expanding Council's Residential Waterfront Development Lead: Renmark Paringa Council <div>H</div>	 	<ul style="list-style-type: none"> Jane Eliza waterfront residential and small craft marina feasibility study 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Investors Business owners Tourism operators 	<ul style="list-style-type: none"> Ten Economic Priorities (SA Govt) Roadmap (RDA MR) Community Plan (RPC)
Ensure Renmark Paringa Council's Development Plan provides a flexible framework which encourages development within the Council area Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> Development Plan Amendments which encourage growth 	<ul style="list-style-type: none"> Industry Business owners Investors Tourism operators Community District Council of Loxton Waikerie Berri Barmera Council 	<ul style="list-style-type: none"> Roadmap (RDA MR) Development Plan (RPC) Community Plan (RPC) Regional Public Health Plan (MMLGA)
Ensure Renmark Paringa Council's infrastructure and assets support the economic development of the area Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> Strategic infrastructure and asset management and renewal 	<ul style="list-style-type: none"> Industry Business owners Investors Tourism operators Community 	<ul style="list-style-type: none"> Roadmap (RDA MR) Community Plan (RPC) Infrastructure & Asset Management Plan (RPC)
Advocate for the removal of barriers to grow the Riverland region Lead: RDA Murraylands and Riverland/ NRM Board <div>H</div>	  	<ul style="list-style-type: none"> Ensure the Riverland region is able to grow by management of salinity impact zones, better augmentation of services and water security 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators Community 	<ul style="list-style-type: none"> Roadmap (RDA MR) Community Plan (RPC)

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












 = High Priority Focus Area

Theme 2 - Experiences










Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Promote the area's Premium Food & Wine  Lead: Destination Riverland	 	<ul style="list-style-type: none"> Advocate for Tourism Trails 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Primary Producers Business owners Tourism operators Primary Industries & Regions SA (PIRSA) SA Tourism Commission (SATC) 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Tourism Plan 2020 (DR) Community Plan (RPC)
Investigate the need to expand our Houseboat Industry  Lead: EPA/Renmark Paringa Council/DEWNR	 	<ul style="list-style-type: none"> Quantify the demand Advocate for best practice houseboat management 	<ul style="list-style-type: none"> NRM Board Environmental Protection Agency (EPA) Houseboat Hirers Association Destination Riverland 	<ul style="list-style-type: none"> Ten Economic Priorities (SA Govt) Tourism Plan 2020 (DR) Community Plan (RPC)
Foster the area's reputation as a prime location for events Lead: Destination Riverland/ Renmark Paringa Council	   	<ul style="list-style-type: none"> Support the promotion, development and management of events Support the management of a centralised calendar of events 	<ul style="list-style-type: none"> Destination Riverland Industry Tourism Operators SATC 	<ul style="list-style-type: none"> Ten Economic Priorities (SA Govt) Tourism Plan 2020 (DR) Community Plan (RPC)
Drive demand for local tourism  Lead: Destination Riverland	  	<ul style="list-style-type: none"> Annual Marketing Plans Local promotions Optimise tourism websites and promotional tools Encourage new regional tourism products Encourage new investors in local tourism Creation of Section 41 Events Committee 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Tourism Plan 2020 (DR) Community Plan (RPC)
Promote the area's outdoor activities Lead: Renmark Paringa Council/ Destination Riverland	  	<ul style="list-style-type: none"> Implement actions outlined in Council's Tracks and Trails strategy Investigate merits of a regional cycling trail Promote other outdoor experiences Advocate for Tourism Trails and the development of a regional playground trail 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators District Council of Loxton Waikerie Berri Barmera Council 	<ul style="list-style-type: none"> Ten Economic Priorities (SA Govt) Community Plan (RPC) Track and Trails Strategy (RPC) Regional Public Health Plan (MMLGA)
Look for opportunities to link the Arts to other events Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> Investigate opportunities and partnerships 	<ul style="list-style-type: none"> Theatre Groups Art & Dance Grps Schools/U3A Bands/Orchestras Business owners 	<ul style="list-style-type: none"> Community Plan (RPC)

 = High Priority Focus Area
















Theme 3 - Capacity Building

Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Advocate for increased Information Technology Connectivity Lead: RDA Murraylands and Riverland	 	<ul style="list-style-type: none"> Support the expansion of mobile phone connectivity Support implementation of the NBN Support opportunities provided by the NBN Develop a Regional ICT Strategy 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Bodies Primary Producers Business owners Tourism operators District Council of Loxton Waikerie Berri Barmera Council 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Roadmap (RDA MR) Digital Strategy (RDA MR) Regional Public Health Plan (MMLGA) Community Plan (RPC)
Facilitate market development opportunities Lead: RDA Murraylands and Riverland/ Regions SA	 	<ul style="list-style-type: none"> Actively support expansion opportunities 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Investors Business owners Tourism operators 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Roadmap (RDA MR) Community Plan (RPC)
Support innovative Regional Procurement Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> G3 Alliance Procurement initiatives 	<ul style="list-style-type: none"> District Council of Loxton Waikerie Berri Barmera Council 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Community Plan (RPC)
Encourage inward investment Lead: RDA Murraylands and Riverland/ Regions SA	   	<ul style="list-style-type: none"> Develop a China Engagement Strategy and Investment platform Investigate ways to leverage existing investment and promotional materials 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) South Australian China Engagement Strategy
Create Industry Ambassadors Lead: RDA Murraylands and Riverland	  	<ul style="list-style-type: none"> Support the establishment of an Industry Ambassador program 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Regions SA Destination Riverland 	<ul style="list-style-type: none"> Ten Economic Priorities (SA Govt) Roadmap (RDA MR)
Support learning and development opportunities Lead: RDA Murraylands and Riverland		<ul style="list-style-type: none"> Provide and support training opportunities to increase skills and leadership capacity Investigate opportunities to retain young people in the region Promote Career Development Centre (RDA MR) 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Training and service providers Industry Business owners Community 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Roadmap (RDA MR) Community Plan (RPC)



Theme 4 - Livability

Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Increase numbers of grey nomads, pre-retirees, retirees Lead: Renmark Paringa Council/ Destination Riverland <div>H</div>	 	<ul style="list-style-type: none"> • Support the expansion of retirement and pre-retirement living • Research best practice RV support services • Encourage grey nomad job placements 	<ul style="list-style-type: none"> • RDA Murraylands and Riverland • Destination Riverland • Industry Bodies • Business owners • Tourism operators • Community 	<ul style="list-style-type: none"> • State Strategic Plan (SA Govt) • Ten Economic Priorities (SA Govt) • Roadmap (RDA MR) • Community Plan (RPC)
Investigate opportunities for Urban Renewal Lead: Renmark Paringa Council	  	<ul style="list-style-type: none"> • Undertake a place making exercise for Murray Avenue 	<ul style="list-style-type: none"> • RDA Murraylands and Riverland • Destination Riverland • Industry • Business owners • Investors • Tourism operators • Community 	<ul style="list-style-type: none"> • State Strategic Plan (SA Govt) • Ten Economic Priorities (SA Govt) • Roadmap (RDA MR) • Community Plan (RPC) • Open Space Strategy (RPC)
Consider encouraging more skilled migrants & refugees to settle in the area Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> • Investigate the area's capacity to accept increased numbers 	<ul style="list-style-type: none"> • Australian Government • State Government • RDA Murraylands and Riverland 	<ul style="list-style-type: none"> • State Strategic Plan (SA Govt) • Ten Economic Priorities (SA Govt) • Roadmap (RDA MR)
Create a healthy, safe and inclusive community Lead: Renmark Paringa Council <div>H</div>	 	<ul style="list-style-type: none"> • Implement priority projects from Council's Open Space Strategy • Provide and support 'Healthy Living' programs • Review the Community Access (Disability) Action Plan 	<ul style="list-style-type: none"> • RDA Murraylands and Riverland • Destination Riverland • Industry • Business owners • Investors • Tourism operators • Community 	<ul style="list-style-type: none"> • State Strategic Plan (SA Govt) • Ten Economic Priorities (SA Govt) • Roadmap (RDA MR) • Community Plan (RPC) • Open Space Strategy (RPC) • Regional Public Health Plan (MMLGA) • Community Access Action Plan (RPC)

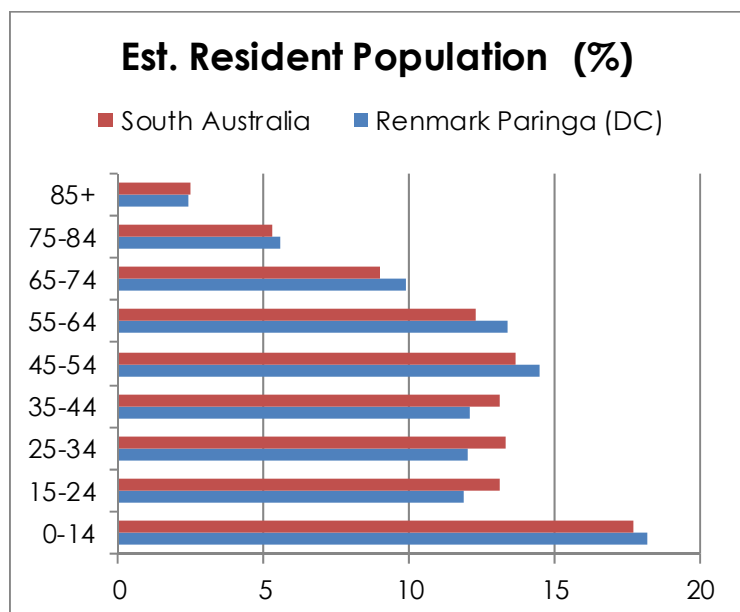
Theme 5 - Promotion & Engagement

Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Foster collaboration across Councils, Regional Development Australia and Government Agencies <div>H</div> <p>Lead: Riverland Local Government Forum</p>	       	<ul style="list-style-type: none"> Riverland Local Government Forum Riverland G3 Alliance 	<ul style="list-style-type: none"> Renmark Paringa Council District Council of Loxton Waikerie Berri Barmera Council RDA Murraylands and Riverland Destination Riverland Local Government Association (LGA) 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Roadmap (RDA MR) Community Plan (RPC)
Ensure Council's digital tools foster collaboration & information exchange <div>H</div> <p>Lead: Renmark Paringa Council</p>	 	<ul style="list-style-type: none"> RPC Website Redevelopment Communications Plan (including promotion of local business successes) Increased utilisation of the State Brand 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Tourism operators Community 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Roadmap (RDA MR) Community Plan (RPC)
Promote the investment opportunities in the area <p>Lead: Renmark Paringa Council/ RDA Murraylands and Riverland</p>	  	<ul style="list-style-type: none"> RPC Investment Prospectus document RPC promotional DVD RDA MR Live/Work/Play/ Invest documents 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Tourism Plan 2020 (DR) Roadmap (RDA MR) Community Plan (RPC)
Maximise the potential of the Visitor Information Centre <p>Lead: Renmark Paringa Council</p>	 	<ul style="list-style-type: none"> Seek funding for construction of a modern VIC Increase promotion of the district as well as tourism 	<ul style="list-style-type: none"> RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators Community 	<ul style="list-style-type: none"> State Strategic Plan (SA Govt) Ten Economic Priorities (SA Govt) Community Plan (RPC) Infrastructure & Asset Management Plan (RPC)

Theme 6 - Economic Development Strategy Governance

Strategic Objectives	Anticipated Outcomes	How will the objective be achieved	Key Stakeholders	Plan Linkages
Investigate opportunities for Red Tape Reduction Lead: Renmark Paringa Council	 	<ul style="list-style-type: none"> Review processes and procedures to maximise efficiency 	<ul style="list-style-type: none"> State Government Local Government Association (LGA) RDA Murraylands and Riverland Destination Riverland Industry Business owners Investors Tourism operators Community 	<ul style="list-style-type: none"> Community Plan (RPC)
Management structure & resourcing Lead: Renmark Paringa Council		<ul style="list-style-type: none"> Identify improved practice opportunities through techniques and improved technology 	<ul style="list-style-type: none"> Renmark Paringa Council Elected Members Local Government Association (LGA) Renmark Paringa Council Executive Leadership Team RDA Murraylands and Riverland Destination Riverland Contractors 	<ul style="list-style-type: none"> Community Plan (RPC)
Measure Performance Lead: Renmark Paringa Council		<ul style="list-style-type: none"> Develop Community Well Being Indicators 	<ul style="list-style-type: none"> Renmark Paringa Council Elected Members RDA Murraylands and Riverland Destination Riverland 	<ul style="list-style-type: none"> Community Plan (RPC)

Overview of the Renmark Paringa economy



Source: ABS - Renmark Paringa (DC) (LGA) - Estimated Resident Population - As at 30 June 2013

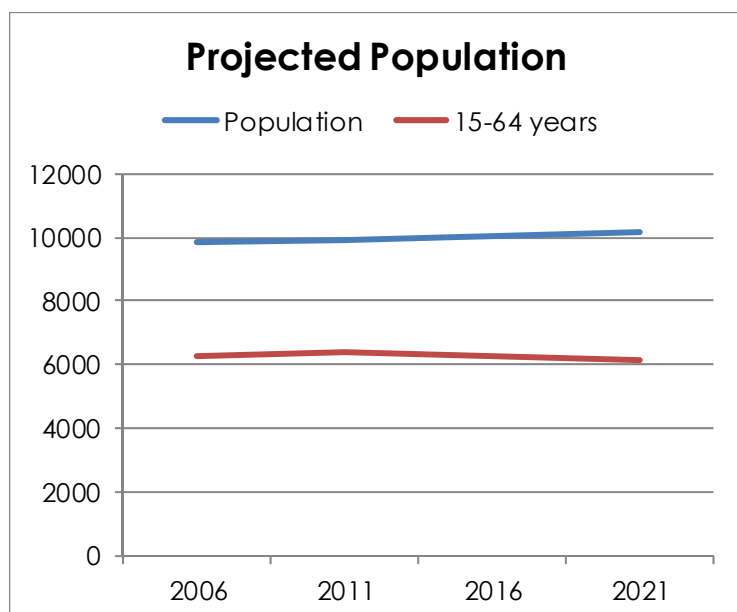
Australian Bureau of Statistics (Estimated Resident Population figures) show that, compared to the South Australia region, the Renmark Paringa Local Government Area has higher shares of people aged 0 to 14 years, lower shares of people aged 15 to 44 years and higher shares of people aged 45 and older.

An analysis of the data indicates the following population trends and characteristics for the Renmark Paringa Council area:

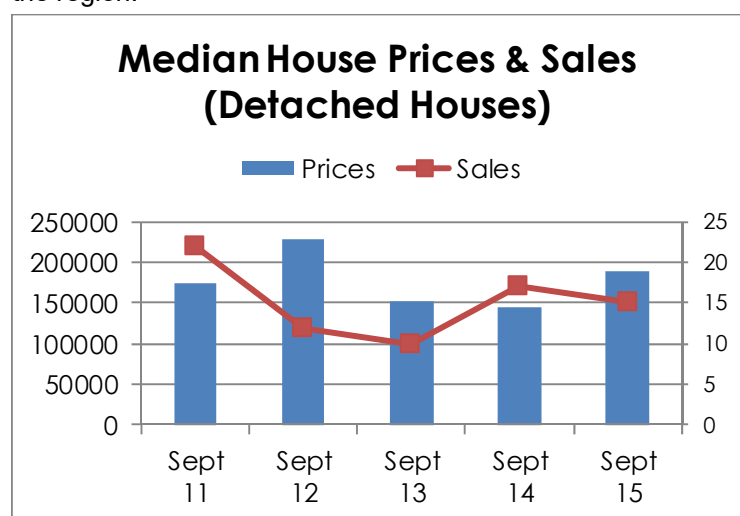
- a decrease in the size of the age profile in the ages 30-39 and 45-49 as the area has lost residents in the mid working ages through out-migration
- a large increase in the number of 60-64 year olds and smaller increases in several older age groups consistent with the general ageing of the State's population as the proportion of children in the population declines and the large post-war baby boom cohort approach retirement.

These trends are consistent with population projections which indicate a small increase (3.2 percent) in the overall population from 2006 to 2021, however the core working age population (15 to 64 years) is projected to decline marginally (1.6 per cent) over the same period.

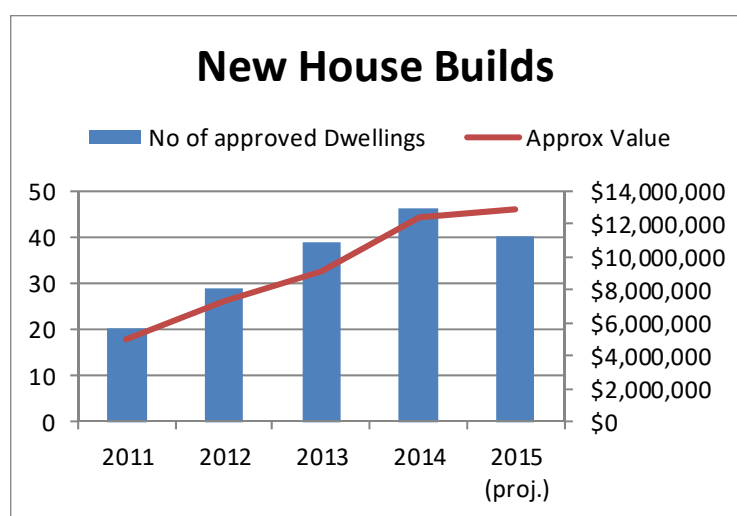
The strategy will look to address this by investigating programs or strategies which are aimed at retaining young people within the region.



Source: Planning SA, Medium Projection Series



Source: Real Estate Institute of South Australia - Median House Prices - Renmark

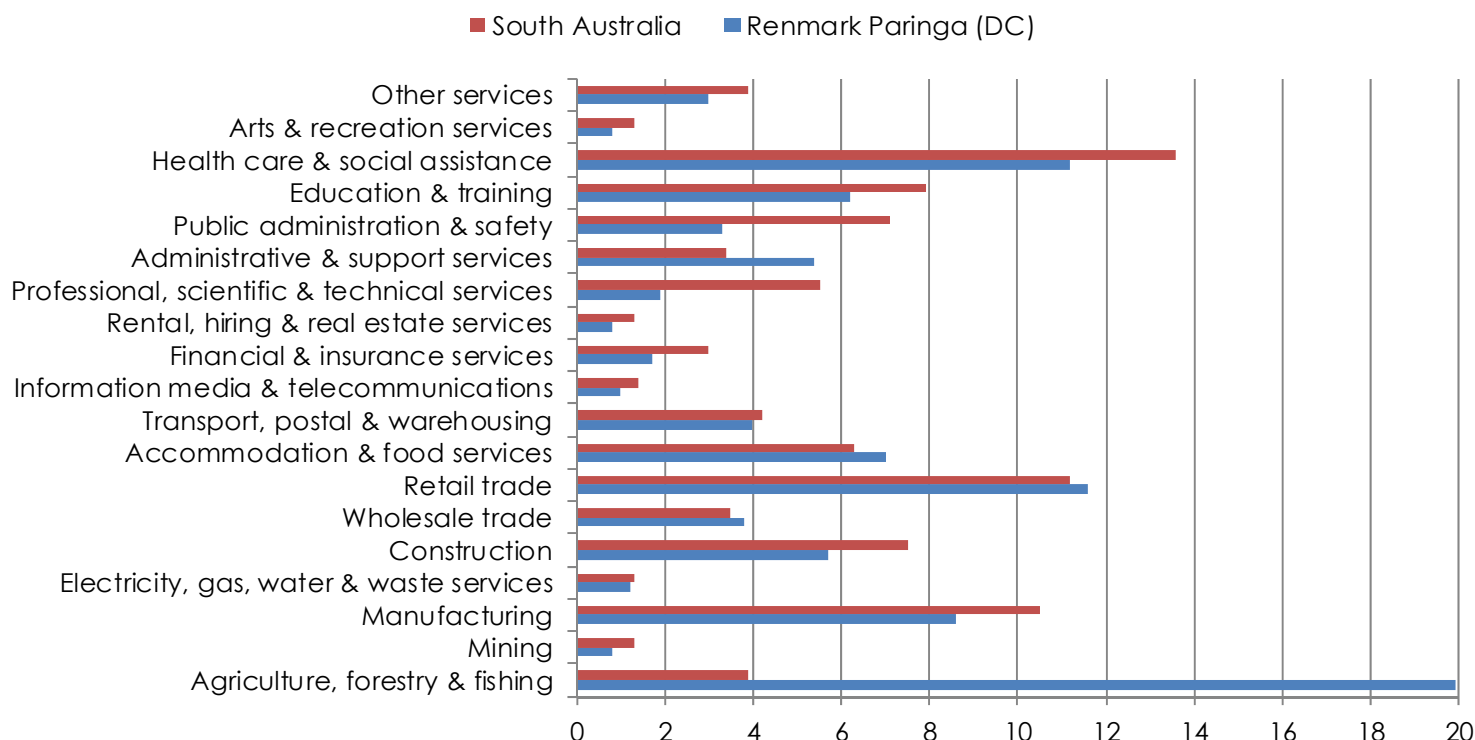


Source: Renmark Paringa Council - Development Application data

Whilst there has been a marginal decrease in the number of detached house sales over the last twelve months (2), there has been improvement in the Median House Price over the same period. There is also a pleasing upward trend for both new dwelling approval numbers and value.

Renmark Paringa Council will continue to review and update its Development Plan to ensure that land is appropriately zoned and that the Council area can cater for future and/or increased demand for residential and commercial properties.

Employed by Industry (%)



Source: Australian Bureau of Statistics (ABS) - Renmark Paringa (DC) (LGA) - Employed by Industry - 2011 Census

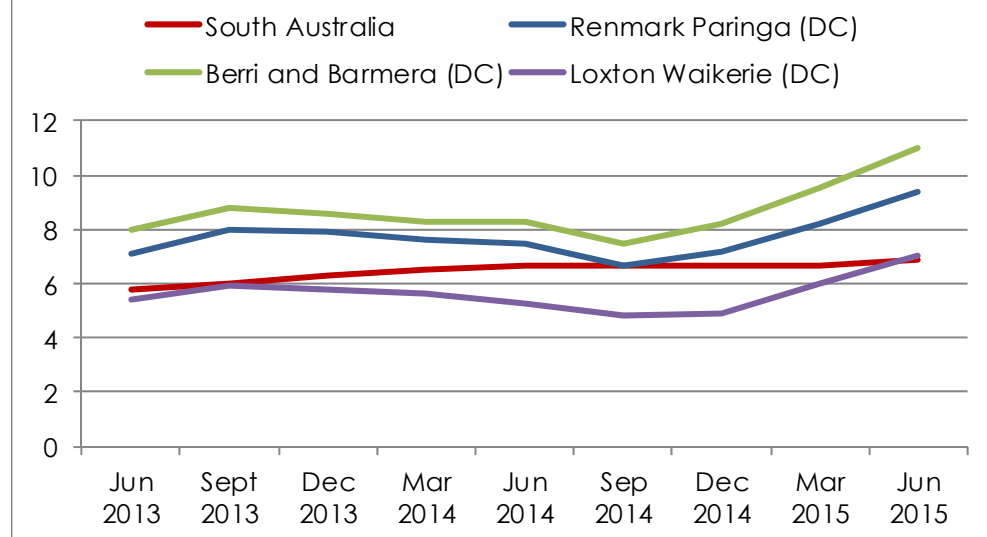
The Renmark Paringa Council area's traditional main industries consist of grape growing and wine production with citrus, almond, stone fruit and vegetables also gaining pace.

According to the 2011 Population Census, the region employed large numbers in Agriculture, Forestry & Fishing followed by Retail Trade and Health Care & Social Assistance (compared to the largest industry groups in the South Australia region which were Health Care & Social Assistance and Retail Trade).

Increasing the numbers of grey nomads, pre-retirees and retirees has been identified as a strategic objective within the plan, the region will need to ensure that the appropriate level of services are available to cater for increased demand from this cohort into the future.

The Renmark Paringa Council area also has a large number of non-employing businesses suggesting that a majority of businesses are 'family enterprises' most probably in the agricultural industry. Any activities which encourage Industry Diversification, Environmental Sustainability and/or Water Security will be important in supporting these small businesses.

Unemployment Rate (%)



Renmark Paringa Council's unemployment rate is currently (June 2015) estimated to be at 9.4 per cent, this is above the estimates for both South Australia and Loxton Waikerie (DC) but below Berri and Barmera (DC).

The unemployment rates for all three Riverland Councils have been following a similar pattern over the last couple of years.

Source: Department of Employment - Small Area Labour Markets Australia - Unemployment rates, States/Territories and Local Government Areas: Smoothed Series



**Renmark
Paringa
Council**

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