

Edward River Growth Strategy 2050



Edward
River
COUNCIL

Edward River 2050 is a new strategy to provide our Council with a clear vision for the future of Edward River and how to get there. It sets out a community-led approach to grow our population and our local economy. It's about creating a desirable region to live, work and invest.

The strategy is Council's response to our community's call for action, outlined in the 2021 Community Consultation Report 'Our Region, Your Say' prepared by Seftons.

Why is it needed?

We need a strategy to deal with a population that has been in decline, along with a shrinking economy, to ensure the longevity and future prosperity of Edward River. We've heard from the community that we need to grow to prosper, and research supports that. When a population has been in decline, our region is less attractive to funders, investors, visitors and residents.

If we want to ensure our towns and villages don't fade like so many other smaller places in regional Australia we must have a growth mindset. That means planning for a larger population and ensuring the services and infrastructure are in place to support a quality lifestyle for our current and future residents.

WHAT IS EDWARD RIVER 2050?

Goals and population targets: the strategy in a nutshell



Where are we now?

The population of Deniliquin, our villages and rural areas is in decline. We are losing population at a rate of around 68 residents every year (0.8%). In contrast, the rest of NSW (on average) is gaining population at a rate of 1.1%. Our local economy is also in decline while the NSW average is increasing. We are losing jobs, and our unemployment rate is higher than the NSW average.

Where do we want to be?

Our vision for Edward River:

By 2050, the Edward River region will be bustling:

- **Thriving and growing.**
- **Open to new ideas and attracting new residents.**
- **Open to new challenges.**

We will be active and skilled with healthy people, a connected community, and a diverse growing economy. People will live in the region, and visit, to enjoy the beauty of the natural environment and the vibrancy of the towns and villages.

How will we get there?

By working together to foster population growth, expand housing options, activate new industries, create sustainable employment opportunities, and stimulate economic activity. We will actively seek opportunities for growth. New industries and significant investment must be attracted to the region, while we also retain the Edward River way of life by preserving our liveability and lifestyle.

Our strategies to achieve the community's vision focus on six key opportunities:

- 1 **Tourism and Events.**
- 2 **Expanded residential construction with a focus on affordable housing.**
- 3 **A regionally-significant centre for Care and Emergency Services.**
- 4 **Expanding and intensifying our agri-business sector.**
- 5 **A Manufacturing and Intermodal Hub.**
- 6 **Education, Training and Research, including a Country Universities Campus.**

What does success look like?

Success will be achieved in a staged approach over the next 25 or so years.

Stage 1: Arrest the decline

ARRESTING THE DECLINE
(LOCK IN THE BASELINE)



8,500 Residents



4,100 FTE Jobs



161,000 Annual Visitors
Average annual visitation post-COVID-19

Stage 2: Set the platform for growth

SETTING THE PLATFORM FOR GROWTH
(INTERIM PLANNING GOAL)



13,300 Residents
1.6% average annual growth
Requiring 2,700 more dwellings



5,900 FTE Jobs
1.3% average annual growth



250,000 Annual Visitors
1.6% average annual growth

Stage 3: Invest in growth and deliver on our vision

INVESTING IN & DELIVERING GROWTH
(ULTIMATE GOAL)



19,800 Residents
2.5% average annual growth
Requiring 5,900 more dwellings



8,200 FTE Jobs
2.5% average annual growth



450,000 Annual Visitors
2.8% average annual growth

Who will help deliver the Strategy?

We need community partners and collaborators who will work with Council to contribute to a thriving Edward River. The key to the success of each of the six opportunities is collaboration between locals, all tiers of government, and the private sector.

Australian Government, State Government, Regional organisations, local government, private enterprise and local community will all play a role in achieving our vision.

It's important to remember: our Strategy will evolve over time, as we add new voices and new ideas to the conversation.

How can you be involved?

Edward River 2050 is more than just a vision; it is a collective commitment to shaping the bright future of our region. The participation of our community has been a vital part of the formation of Edward River 2050 over the past few years, starting with the Sefton report (Edward River Community Consultation Report (2021)). Your continued participation will be critical to the successful implementation and success of our goals.

But first, let us know if we have got it right:

- Read the Strategy document
- Attend a presentation session and tell us what you think
- Fill in the survey
- Email your support or suggestions to haveyoursay@edwardriver.nsw.gov.au
- Write to the Interim CEO, Edward River Council at PO Box 270 Deniliquin NSW 2710
- Find the report and all the details at www.edwardriver.nsw.gov.au, and search for Edward River 2050
- Or scan the QR code below

