



Australia's Great River

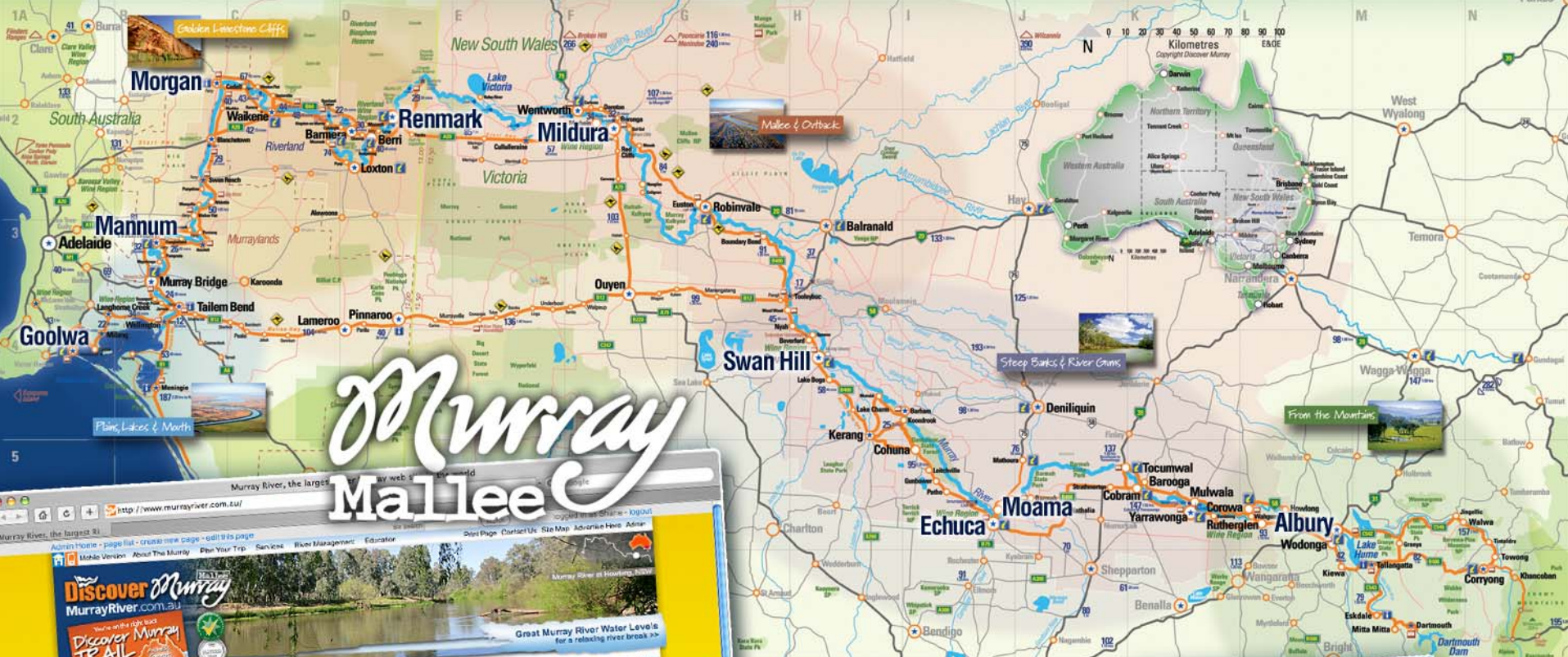
welcome to
Murray
Mallee



Discover Murray
MurrayRiver.com.au

Community Tourism Networks
of the
Murray River and Mallee

*Good choices today will
reap rewards for the future*



Murray Mallee

http://www.murrayriver.com.au/



Discover Murray TRAIL
Murray River, the largest in the world

Home > About > Murray > River, the largest River Murray with 6 in the world

Murray River, the largest River Murray web site in the world

Houseboats | Accommodation | River Towns | Attractions | Baiting Boats for Sale | Cruises | Paddleboats | Events | Water Update Info | Murray River Photos

River Experiences
Accommodation
Houseboats
River Cruises
Activities & Events
National Parks
Paddleboats
Golfing
Boating

River Towns
Murray / Mallee Towns
Murray River Landscapes
Discover Murray Trail Info

Murray River Events
All Murray River Events
New South Wales Events
Victorian Events
South Australian Events
Promote an Event for FREE

What's on along the river

Heritage Paddle Steamers
Imagine cruising along the Murray on a 100 year old paddle steamer. The rhythm of the Murray is perfectly matched to explore its riverscapes and reconnect to days gone by.

Explore the Mallee
The Mallee is one of Australia's best kept secrets. Trees can survive for over 1000 years in their semi-arid landscape and home to the unique Mallee Fowl and great Aussie communities.

all seasons houseboats mildura

Plan Your Trip Now
Send an Email to Accommodation Overseas!
Click here to Email About Hiring a Houseboat!
Or click on a town below to start exploring!

South Aust **New South Wales**

Discover Murray River Mobile
Your ultimate resource for travelling the Murray River. Find local events, tours, festivals, accommodation, houseboats, attractions and more whilst on the road.

Start exploring by selecting a town above, or check out some of the most Options Back

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Discover Murray River Mobile

Discover Murray Boat Trad

Murray Stone
Our Murray River and Mallee stories are truly unique and important. Do you have a story you'd like to share?



MurrayRiver.com.au | AWARD WINNING FREE Mallee

Discover Murray TRAIL

Victoria
New South Wales
South Australia

Australia's Greatest River Experience

Relax... enjoy the Murray

Mallee

Murray River Region

6.3 million visitors per year

\$1.8 billion

13,400 tourism businesses

720,000 online visitors p/a

Largest website for Murray River

Google indexes 1700 pages daily

\$57m in sales since January 2009

Four Murray Mallee case studies

Morgan & Cadell website's

International media & identity

morgan.org.au
cadell.org.au

morgan.org.au

Welcome to Morgan

On the Discover Murray TRAIL



At the height of the river trade, from the 1880s to 1910, Morgan was the busiest inland port in Australia. Nowadays Morgan is a great place to explore this interesting history or have fun on the Murray with our watersports. Stay a while and discover our unique and historic town and neighbour Cadell. Use your mobile to explore Morgan: <http://m.murrayriver.com.au/morgan/>



Discover Murray MurrayRiver.com.au

It's true, Morgan on the Murray River is one of the Riverland's best kept secrets.

WELCOME TO MORGAN HERITAGE WALK

MORGAN MUSEUM

While in Morgan come and relive the past at the Morgan's Historic Museums

Living History

- Morgan Living History Museum (Lutheran Church)
- Morgan House (Museum)
- Morgan House (Museum)

MORGAN

Great Watersports - Amazing History

www.Morgan.org.au

The museum is situated on the site of the original Morgan House, which was built in 1880. The house was one of the finest of its kind in the Riverland. It was built by the first owner in the town, who was a successful merchant. The house was built in the style of a grand residence, with a large veranda and a central hall. The house was built in the style of a grand residence, with a large veranda and a central hall. The house was built in the style of a grand residence, with a large veranda and a central hall.

Morgan, Murray River, South Australia, Amazing History and Great Watersports

<http://www.morgan.org.au>

MORGAN

MURRAY RIVER - S.A.

Great Watersports - Amazing History

Click here to visit Cadell near Morgan

CADELL VALLEY

RELAX & ENJOY THE FLAVOUR OF CADELL

Attractions History Morgan Museum Local Walk Accommodation Local Business Community Events Links Maps Home

It's true, Morgan on the Murray River is one of the Riverland's best kept secrets.

You'll really be surprised when you visit us. We can offer you the best of all worlds on the Great Nor' West Bend of the Murray River... yeah, we're top of the Murray.

At the height of the paddle-steamer era, Morgan was the busiest river port in South Australia and has preserved its history for you to enjoy and explore.

We don't live in the past. Morgan knows how to move and shake offering some of the best watersport fun in Australia along with outstanding food and wine from Cadell. You choose what you want. You'll soon discover Morgan is a great spot to experience the Mighty Murray River.

Proudly Supported by

Mid-Murray Council Discover Murray River

PS Enterprise Travelling Exhibition

Amazing Historical Walk around Morgan

Looking for an escape... Come stay in Morgan

Lots of water for watersports > swimming, Skiing and houseboat riverfront reserve

NOKIA

Murray River the largest River Murr...

Discover Murray MurrayRiver.com.au

Home | Back | Search

Select a Destination 90

Home > Morgan

Morgan Guide

Accommodation

Houseboats

Restaurants & Food

Marinas

Morgan Historic Walk - explore the historic river town of Morgan

At the height of the river trade, from the 1880s to c1910, Morgan was the busiest inland port in Australia. Nowadays

Options Back

Murraylands Regional Tourist Association

Industry ownership

visitmurraylands.com

visitmurraylands.com

Murraylands, South Australia – You'll find it's unexpected! Visit Murraylands – Murray River and the Mallee

http://www.visitmurraylands.com/events/

The official website of the Murraylands Regional Tourist Association Inc (MRTA)

MURRAYLANDS
it's unexpected


About MRTA Contact Us

RIVER CRUISING NEAR MANNING




About the Murraylands Maps, Towns & Region Lots to See & Do Houseboats Cruises Where to Stay Where to Eat Events, Markets & Festivals

Upcoming Murraylands Events and Festivals





May 2009

-  **SA HISTORY WEEK-Roundhouse - Murray Bridge**
24 May - 21 Sep 2009 in Murray Bridge


August 2009

-  **SALA (South Australian Living Arts Festival)**
07 - 23 Aug 2009 in Mannum
-  **Reg Poole and Owen Blundell**
08 Aug 2009 in Mannum
-  **River City Live Model Horse Show**
15 Aug 2009 in Murray Bridge

September 2009

-  **Friendly Street Poetry Readings**
06 Sep 2009 in Murray Bridge
-  **Pedal Prix Murray Bridge 2009**
17 - 20 Sep 2009 in Murray Bridge
-  **2009 Yamaha Australian Quad Motocross Championships**
19 - 20 Sep 2009 in Murray Bridge
-  **Murray Bridge 91st Agricultural Show 2009**
26 - 27 Sep 2009 in Murray Bridge

October 2009

-  **October Long Weekend Short Cruises**
03 - 04 Oct 2009 in Mannum

Murraylands, South Australia – You'll find it's unexpected! Visit Murraylands – Murray River and the Mallee

http://www.visitmurraylands.com/

Murraylands, South Australia

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MURRAYLANDS
it's unexpected

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Golden landscapes Blue skies Good times

You're always welcome to the Murraylands.
South Australia's favourite family playground.

Murraylands...Adelaide's lifeblood flows to the sea

It's day...from our Riverland neighbour in the north, the mighty Murray River takes a final turn at Nor' West bend towards the Southern Ocean. It's decisive move seems to allow the river to relax and broaden, carving, deep, ochre chasms through the limestone remnants of an ancient seabed. Bringing an oasis into this semi-arid landscape covered in mallee, the many stemmed vegetation that has adapted to such harsh conditions.

With it also flows our lives of character rich communities with a passion for fun, life and experience. It also nourishes our lives, providing a playground far from the frustrations of modern life – yet just an hour from Adelaide, you'll discover the Murraylands. Come and discover our history. Connect with nature, experience the mallee or just cruise our soulful water...whatever you do, just enjoy yourself!

sala

A to Z MURRAYLANDS experiences

10 great outdoor things to do in the Murraylands
Get your chocolate fix. Explore Monarto. Visit some fantastic museums in our region. Go camping and much more. [Get some great ideas here](#) for your next family and friends getaway.

Fun and free things to do in the Murraylands
Do you need an escape? The Murraylands has got some of the best valued experiences in South Australia and only a stones throw from Adelaide. Sensational walks, swimming, bbq's, bird watching, playgrounds, art galleries and much more. [Have fun for free.](#)

New Murray Bridge Canoe Trail
Launching at Sturt Reseve just by the Murray Bridge Rowing Club, paddle upstream past Captain Proud, this is where rail meets the river at the Murray Bridge Wharf. The rich history of Murray Bridge is waiting to be explored. [See more.](#)

What's on?
Click here to find out what's happening in the Murraylands region. From festivals to local events, shows and pub bands. It's also a great place to add your towns local events in the Murraylands. [Click here to see what's coming up.](#)

Proudly supported by:

Discover Murray MurrayRiver.com.au

Murray Bridge

© 2009 Murraylands Regional Tourist Association (MRTA)
PO Box 344, Murray Bridge SA 5263
Telephone +61 (0) 448 933 147 | email: info@visitmurraylands.com
Cockburn | Crookwell | Dunderberg | Winesburg | Westgate | Saddle Creek
Photography ©: RiverMurrayPhotos.com

Mallee Bound

Community pride

malleebound.com.au

malleebound.com.au

Mallee Bound, Pinnaroo, Lameroo, Parilla and Geranium, South Australia

http://www.malleebound.com.au/

YOUR guide **WELCOME** to the Mallee

About the Mallee
Mallee Towns
Our Mallee Parks
Our Proud History
Things to see and do
Upcoming Events
Local Tourism & Business
Accommodation
Where to Eat
Community Guide
Region Map
Visitor Information Centres

In this land of sunshine, big skies and rich character you'll discover a whole new world. It's not a world you can experience just driving through; it's a world you need to stop for. In this vastness, the richness is in the smallest details such as the unique **wildflowers** and the rare Mallee Fowl. The passionate and welcoming communities and rich **mallee heritage**. The mallee seems to have the fluffiest clouds and on a clear night there's a trillion stars sprinkled across the sky.

We have a very proud and rich **heritage** for you to explore. Visit the **Mallee Heritage Museum in Pinnaroo** and the **Heritage Museum in Lameroo** for an insight to the harshness of life in the Mallee. The tough early pioneers and the determination of the community to succeed. Take one of the local walks to understand the importance of the railways in our region and see one of Australia's few remaining **Letterpress Printing museum's** still in operation.

The 100% genuine hospitality of our people and community are as Aussie as you'll get. Stop for a great lunch in a real country pub or Devonshire Tea at **Dolly's Golden Rain Tree Crafts & Heritage**. Try one of the best bakeries in Australia at Pinnaroo or grab a picnic and head out to a local park. **The choice is your**. We believe the Mallee is a wonderful experience and there's nothing like it anywhere in the world. Come and explore for yourself. >>>

Privately supported by
SOUTHERN MALLEE DISTRICT COUNCIL
Discover Murray
www.murrayriver.com.au

Information National Parks and access to 4WD Border Track
(08) 8576 3690
(recorded message re Border Track when office is unattended)

FREE MALLEE WOODEN Font Download

Mallee Bound, Pinnaroo, Lameroo, Parilla and Geranium, South Australia

http://www.malleebound.com.au/html/mallee-wooden.html

bigpicture

MALLEE WOODEN typeface

You can download your very own **FREE Mallee Wooden Typeface**

Exclusive font to South Australia's Southern Mallee District Council region

{ [Download for Mac Open Stuffit or Zipped](#) }
{ [Download for PC TrueType Zipped](#) }

{ [Visit Pinnaroo Letterpress Printing Museum](#) }

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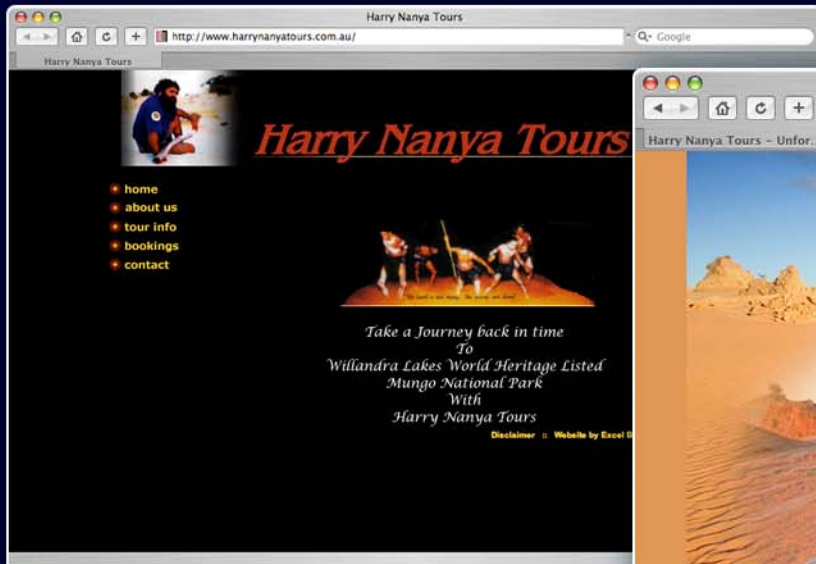
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Local Business | Accommodation | Where to eat | Community Guide | Region Map | Visitor Information Centres | Links | Home

Top of Page | Southern Mallee District Council | Legals | Admin | Home
Website Design : Design Train

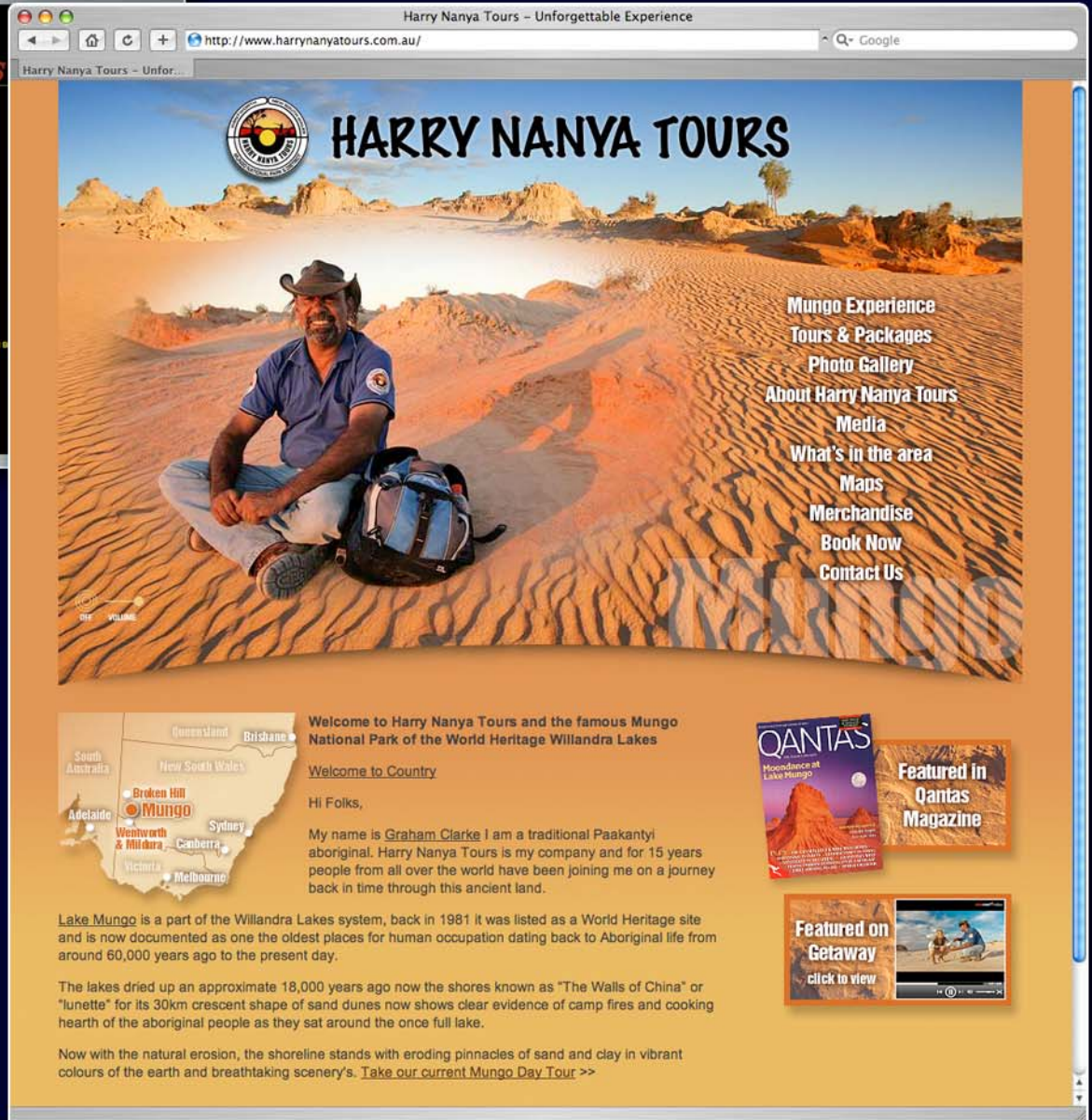
Harry Nanya Tours

Connection to the experience

harrynanyatours.com.au



harrynanyatours.com.au



Murray Mallee's challenge

Fragmented Tri-state tourism

Environmental issues

Weakness in regional marketing skills

Lack of regional cooperation

No national brand identity

Lack of appreciation for river heritage

The Plan

Define a national Murray brand

Develop Web 2.0 & 3.0 content

Allow community ownership

Generate leads, bookings and sales

Define a borderless Tri-state River Road Trail

Share the Murray Mallee story

Community participation

Local stories

Local events

Business content

=

Community ownership,
growth and brand development

Outcome

State Tourism bodies
New South Wales, Victoria
and South Australia said

“no thanks”

So we decided to do it!

What we noticed...

Murray Mallee tourism businesses and communities needed help with marketing and branding to grow

EDUCATION

is Australia's regional tourism key

93% tourism businesses are small

47% total expenditure is regional

Authenticity is becoming the
new consumer sensibility

Being authentic =
Being real =
Genuine brand

Only local business and communities
can create and share authentic,
genuine tourism experiences!

Branding is about trust

It's a perception made by the marketplace

Only the marketplace can “make” a brand,
however we can influence the results

*The brands we love are trusted emotional
connections that benefit us. Emotional
connections are what all humans seek*

Fresh thinking creates new ideas, new results and genuine industry transformation

- 1 Mass marketing is white noise
- 2 Invest in small businesses regionally
- 3 Seek to influence; not control
- 4 Respect and trust the community

If you're not outstanding;
you're invisible


www.murrayriver.com.au
m.murrayriver.com.au



Mallee



Design Train

Branding : Design : Communications : Marketing

www.designtrain.com.au