

2021-22 DRAFT ANNUAL BUSINESS PLAN

DRAFT FOR CONSULTATION

Outer Towns Open Space Program Monarto and Wellington



Identification

As a commitment towards delivery of the Council's Strategic Plan, an Outer Towns Open Space Program is planned for 2021-22 that proposes to transform our outer townships of Monarto and Wellington through delivery of projects that will activate and promote these locations complementing current attractions and recent infrastructure delivery.

The proposed expenditure in 2021-22 will be in the order of \$378,000 through:

- Key Projects \$20,000;
- Capital Projects \$358,000

The Purpose

During the development of the Strategic Plan 2020-24 our community told us that they wanted to see some of the positive changes there were noticing in Murray Bridge in their own townships.

This combined funding package will make transformative changes to the selected townships, extending the attractiveness and holistic branding seen over recent years in Murray Bridge. This will be achieved by consolidating projects identified within current approved strategies and ensuring alignment to the outcomes within the Strategic Plan 2020-24. Providing best value for existing commitments and accelerating achievement of our shared vision for these locations.

This program proposes to transform our outer townships of Monarto and Wellington as part of a three year plan, by delivering projects within existing strategies in a consolidated way. The locations selected reflect the ability to activate and promote these locations with complementary attractions and recent infrastructure delivery. However the intention will be to continue this program to other townships in future years.

Relevant Strategies

Strategic Plan 2020-24
Economic Development Strategy 2020-24
Monarto Masterplan
Wellington Progress Association Strategic Plan
Playspace Strategy
Public Toilet Strategy
Public Art Strategy
Wayfinding and Signage Strategy
Walking and Cycling
Trail Strategy
Environmental Management Strategy

Outer Towns Open Space Program – Monarto

This program will be funded and delivered in collaboration with Mid Murray Council

Overarching philosophy

- Work closely with Community Leaders to build community led projects. In the first instance agree on an “identity” for Monarto and how this may best be reflected.
- Complement Monarto Safari Park expansion to provide profile and positioning for Monarto

Outputs

| Proposed delivery actions |
|---|
| An agreed identity for Monarto reflected in a contemporary Information Bay area and associated signage |
| Identify key historical assets and develop a plan to tell the history and heritage story of Monarto through delivery of a Discovery trail and associated signage |
| Primary trail head either as part of Information Bay or Discovery Trail |
| Street Signage and wayfinding on main streets |
| Installation of public furniture at the Monarto Recreation Centre to complement the new BBQ shelters |
| At least one new event established to be held in Monarto area |
| Promotion of trails, trail linkages and attractions |
| Promotion and activation of the Monarto Recreational Centre and Memorial Hall as community resources |
| Biodiversity protection and promotion through provision of landscaped biodiversity corridors and developing a Monarto native vegetation strategy |
| Digital or remote key access for the Monarto Recreation Centre showers |
| Overnight (48 hour) Motorhome camping area and new dump point location potentially at the Monarto Recreation Centre <i>(pending outcome of current pilot project)</i> |

Outer Towns Open Space Program – Wellington

Overarching philosophy

- Work closely with Community Leaders to build community led projects. In the first instance working with the Progress Association (WPA) to agree on an action plan incorporating consideration of the WPA document.

Outputs

| Proposed delivery actions |
|--|
| An agreed identity for Wellington reflected in a contemporary Information Bay area and associated signage |
| Identify key points of interest and develop a plan to tell the story of Wellington. Discovery trail, trail head and associated signage |
| Baker Reserve playspace upgrade including installation of Toilets and a Shelter |
| Street Signage and wayfinding on main streets |
| Installation of public furniture at identified locations |
| Support a public art project to be developed with the community |
| Investigation and potential remediation of slip road with a view to improving pedestrian safety |
| Support building a larger following of the current Strawberry Fair event or alternatively support establishment a new event to be held in Wellington |
| Promotion of trails, trail linkages and attractions with a particular focus on the Murray Coorong Trail and Murrundi Reserve |
| Promotion and activation of the Wellington Hall and Baker Reserve as community assets |
| Increase rainwater collection and storage for use by tourists at public toilet facilities |

Strategic Alignment

The strategic objectives of the Outer Towns Open Space Program are drawn directly from the Strategic Plan 2020-24 and include:

| | Valued Environment | Great People and Lifestyle | Dynamic Economy | Connected Communities |
|-----------|--|--|---|--|
| Primary | <p>Enlivened community spaces</p> <p>1.1.1 Town entrances are enhanced and beautified</p> <p>1.1.2 Provide a cohesive identity throughout our city and townships</p> <p>1.1.4 Increase patronage and usability of parks and gardens</p> <p>1.1.5 Historically significant assets both built and natural are featured and their significance captured</p> <p>1.1.6 Enhance community facilities to improve accessibility and suitability to support our community organisations and activities</p> | <p>Arts and culture has a stage</p> <p>2.2.1 Provide public art in identified locations that enhance and enrich the amenity of the spaces</p> <p>2.3.6 Local history and heritage is preserved and promoted</p> | <p>Attractive Murray Bridge</p> <p>3.1.1 Put the Rural City of Murray Bridge 'on the map' through brand promotion</p> <p>Rural City of Murray Bridge is a destination of choice</p> <p>3.2.4 Events will enliven spaces introducing visitors to the charms of our region</p> <p>Effective economic infrastructure</p> <p>3.4.2 Improve access to local and external markets through provision of transportation routes and infrastructure</p> | <p>Active citizens and community leaders</p> <p>4.1.1 Build and improve trust and relationships between Council and its communities</p> <p>4.1.3 Ensure community input informs Council decision making</p> <p>A proud community</p> <p>4.2.1 Our townships identities retain their uniqueness while recognising their place in part of the larger region</p> <p>4.2.2 Create visual displays and other mechanisms that showcase our city and region</p> <p>4.2.5 We show pride in our indigenous and multicultural heritage which is celebrated through storytelling and cultural experiences</p> |
| Secondary | <p>Enlivened community spaces</p> <p>1.1.3 Improved connectivity and accessibility through expansion of footpath networks, cycling and walking trails</p> <p>Our natural environment is preserved, promoted and enhanced</p> <p>1.4.4 Enhance, protect and restore local biodiversity, remnant and native vegetation</p> | <p>All ages and cultures are celebrated, accommodated and valued</p> <p>2.3.5 Diversity is valued, understood, celebrated and promoted enabling communities to live harmoniously together</p> <p>Healthy active communities</p> <p>2.4.2 Encourage participation in active living and provide connection to our open spaces through delivery and promotion of recreational trails</p> <p>Secure and resilient communities</p> <p>2.5.3 Public areas are monitored and protected</p> | <p>Rural City of Murray Bridge is a destination of choice</p> <p>3.2.1 Tourists will be enticed to visit our region through packaged attractions and access to cultural and environmental experiences</p> <p>3.2.3 Capitalise on our neighbouring regions' tourism appeal through improving linkages and accessibility</p> <p>Effective economic infrastructure</p> <p>3.4.2 Improve access to local and external markets through provision of transportation routes and infrastructure</p> | <p>Active citizens and community leaders</p> <p>4.1.4 Develop community leadership programs that guide and support leaders of all ages</p> <p>4.1.5 Encourage and recognise volunteerism and support volunteering opportunities throughout Council region</p> <p>A proud community</p> <p>4.2.3 Positive and uplifting news stories stimulate pride in our towns</p> |



Michael Sedgman
Chief Executive Officer

