

CONNECTED COMMUNITIES



MURRAY BRIDGE IS CHANGING!

A new dawn is rising on a bright future for Murray Bridge.

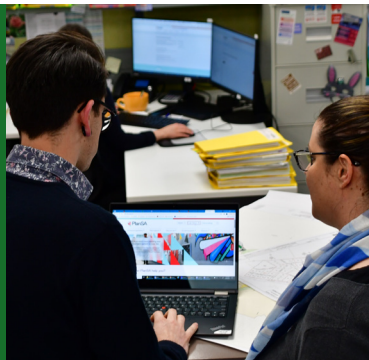
Strategic services and infrastructure investment are supporting strong residential and economic growth in The Rural City.

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PLANNING FOR GROWTH

Forward planning ensures Connected, Thriving Communities

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IF YOU BUILD IT THEY WILL COME

Infrastructure to support our growing regional centre is underway

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MAYORAL MESSAGE



WELCOME to the Winter edition of our community newsletter: **Connected Communities.**

Murray Bridge is changing and Council has been busy planning for a bright future.

Our Annual Business Plan and Budget 2021-2022 is now available on the Rural City of Murray Bridge website.

This document outlines our plans for this financial year, in line with the long term goals of our Strategic and Community Plans, to create Thriving Communities.

Council will invest \$45.4 million in our community including \$32.2 million on service delivery and key projects, and \$13.2 million for capital works - including \$4.8 million for new works.

We are delivering this investment through responsible financial management, a planned underlying surplus and an ongoing commitment to financial sustainability.

Council has been working hard to create an environment attractive for economic investment, tourism and residential development.

All the hard work put in over the years is coming together and we are starting to see the benefit of the planned changes in a very real way along Adelaide Road, in our footpath expansion program, along our riverfront and in other visible projects.

Our Rural City is now experiencing an exciting period of growth.

We are building a future we can all be proud of, and I look forward to seeing it come to fruition.

Murray Bridge - Make it Yours!

Mayor Brenton Lewis

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murraybridgegallery.com.au
murraybridgepafc.com

YouTube Rural City of Murray Bridge
Murray Bridge Library
The Station Youth Music

Facebook @ruralcityofmurraybridge
@captainscottagemuseum
@mblibrary
@murraybridgeregionalgallery
@murraybridgeswimmingcentre
@rcmbyouthcouncil
@sixthstreethandmade
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**MORE FAMILIES AND
BUSINESSES ARE
CONTINUING TO INVEST IN
MURRAY BRIDGE**

RESIDENTIAL GROWTH

MURRAY BRIDGE is becoming an increasingly popular place to live in the wake of a global pandemic that sees many people reassessing priorities and actively seeking quality, healthy, affordable lifestyles.

Residential growth is experiencing an upward trajectory in Murray Bridge, with a 36% increase in the sale of residential properties and a 12% increase in building approval applications during the past year.

Houses in Murray Bridge are selling at an affordable median price of about \$240,000, while units are selling for under \$200,000.

Houses are usually snapped up quickly and rental properties are in high demand, with competition fierce among prospective tenants, making Murray Bridge a great place to invest.

Houses in Murray Bridge rent for about \$260 a week and units for \$200, both returning a rental yield of just over 5%.

Rental and housing demand in Murray Bridge is expected to rise in the coming years as the Thomas Foods International processing plant fires up, along with other investment in the region including the Monarto Safari Park expansion and Bridgeport Hotel redevelopment.

Confidence in the Rural City reflected by private investment and housing demand is the strongest it's been in years.

The Newbridge housing development alongside the Murray Bridge Golf Club, and the Murray Bridge Trainers Village adjacent to the new racing Club at Gifford Hill, will contribute towards meeting the housing demand.

Council is creating sustainable support through services, programs, projects and economic investment to meet the needs of our growing community.

Industry experts say affordability and lifestyle are the main attractors for the influx of residential growth in Murray Bridge.

INVESTMENT ATTRACTORS

MURRAY Bridge ticks a lot of boxes for families and investors looking to purchase property:

- ✓ Affordability, value for money and upward market value trajectory
- ✓ Envidable, sun-drenched, Mediterranean climate - warm summers and mild winters, allowing active outdoor lifestyle
- ✓ Quality schools, health services, shopping centres, sporting and entertainment venues
- ✓ Lifestyle and leisure opportunities including access to trails and riverfront reserves along the Murray River
- ✓ Fresh air, room to grow, and friendly country community just a short 60 minute trip up the freeway from Adelaide
- ✓ Job opportunities and investment in the region

QUALITY SERVICES



CONVENIENT lifestyle with access to quality services expected from a regional centre, alongside rural country charm, continues to attract many to our Rural City.

Council provides a range of essential services to keep things running smoothly as we adapt and cater for an expanding population, while supporting commercial investment and meeting community expectations.

Road and footpath maintenance, stormwater management and beautifully maintained parks and gardens shape the landscape of our community.

Services include roadside waste collection, hard rubbish pick up and a tip, along with a recycling and reuse treasure trove at the Brinkley ReUse Centre.

Council oversees public health initiatives, animal control and more.

Our cultural appetites are fed by offerings from the Murray Bridge Regional Gallery, Murray Bridge Town Hall shows, the Murray Bridge Library and our major events program.

Young people enjoy music programs at The Station and regular skate park events.

Community elders have access to community care programs to help them stay in their own homes longer and Lerwin Nursing Home is there for those needing higher level care.

Visitors enjoy the historic Round House, Captains Cottage Museum, trails and reserves – including our jewel in the crown: Sturt Reserve.

Careful planning ensures our quality services keep pace with evolving community needs.

IN BRIEF

COMMUNITY AND ENVIRONMENTAL GRANTS

COMMUNITY groups are encouraged to apply for Rural City of Murray Bridge Community and Environmental Climate Change Grants.

The current funding round is now open and closes 4.45pm Friday 3 September.

Prospective applicants can attend a Council grant information session to gather information, ask questions and discuss opportunities at 12 noon Wednesday 18 August in the upstairs meeting room of the Murray Bridge Town Hall.

Application forms can be found online at murraybridge.sa.gov.au or contact a grants officer on 8539 1100.

DOG REGISTRATION

DOG registration is an important part of responsible pet ownership.

If your dog accidentally escapes the yard, a registration tag allows a quick and safe return home.

The fine for having an unregistered dog is \$170.

Dog registrations are due Tuesday 31 August.

To register your dog visit dogsandcatsonline.com.au

For more information, or to check if your dog is registered, please contact our friendly Customer Service Team on 8539 1100.

KITCHEN CADDIE

Collect your free Kitchen Caddie and Bio Bags for collecting green waste scraps today.

One per household. Available from the Local Government centre while stocks last.

BIN COLLECTION

TO REPORT a lost, stolen or damaged kerbside collection bin please phone Customer Service on 8539 1100

HARD RUBBISH COLLECTION

To arrange your once yearly hard rubbish collection or 6x4 trailer tip pass phone Orana on 8375 2060 to go to hardwaste.orana.asn.au/portal/portal-login

SERVICE REQUESTS

Have you seen a footpath, road or street tree that needs attention?

Phone Council's friendly Customer Service Team on 8539 1100 to lodge a service request.

MY LOCAL SERVICES APP

DOWNLOAD the My Local Services app to easily report service requests to Council. This FREE app is available through Apple Store and Google Play.

PLANNING FOR GROWTH



PLANNING for growth plays a vital role in creating connected, thriving communities.

Most people don't think about the role of planning until they need to lodge a development application to build a shed or pergola in their backyard.

In truth, the planning and development system has an impact on almost every aspect of our lives including where we live, work, and the outdoor spaces we enjoy spending time in.

Planning is responsible for stopping urban encroachment into food production zones, more efficient use of resources in urban areas and for creating the view we wake up to each morning.

The Rural City of Murray Bridge is experiencing a significant amount of growth that requires well thought-out planning to ensure the creation of sustainable and enjoyable communities into the future.

The growth rate for our Rural City is between 1% and 2% yearly - a reasonably high growth rate for a regional community.

This is being driven by employment opportunities, service provision, attractive lifestyle and environment, increasing level of tourism attractions and activities, a significant events program and affordable house and property prices.

Council's role in planning and managing that growth is critical for ensuring an enviable lifestyle for residents, businesses and visitors.

Appropriate planning ensures the public health and wellbeing of our communities is maintained, our spaces are affordable, pleasant, innovation is encouraged, and infrastructure delivery is cost effective and efficient.

To help us grow in a sustainable way, Council employs a

team of planning professionals to deliver development assessment, policy planning, economic development and building compliance.

They work closely with our City Infrastructure, City Assets and Community Development Teams to create and maintain the urban and rural fabric of the environment and our communities.

There are a number of significant ways this is achieved

Community Infrastructure Model

Investigating estimated future growth over the next 10 to 15 years to calculate and plan the level of social and physical infrastructure needed.

Residential Growth Areas Structure Plans Review

Aiming to re-zone land to the south, west and north of Murray Bridge for residential growth.

Structure Planning

Reviewing and planning land use to ideally locate future development such as residential housing and sporting facilities for community benefit.

Joint Planning Arrangements and Regional Plan

Formation of a Joint Planning Board to draft a Regional Plan for the future of the region including land use, development and growth trends, zoning and policy.

Case Management

Council acts as a single point of contact for case management of development projects which make a significant impact on the local economy, community or environment.

BUILDING A BRIGHT FUTURE



BUILDING a bright future for Murray Bridge is quite literally underway with a massive infrastructure program being rolled out by Council, to support our growing regional centre.

Council is forging ahead with a significant number of initiatives that are building capacity and changing the face of our Rural City, hot on the heels of a record breaking amount of infrastructure rolled out last year.

The focus on creating an environment ready for growth is now to connect our spectacular riverfront to the beating heart of our town, link through to our townships and connect with our environment.

Confidence in what we are doing is supported by significant funding from State and Australian Government grants to enable projects that contribute to our growth as a regional centre - from secondary freight routes to riverfront revitalisation and more.

Economic investment is following and with that comes jobs, people and Thriving Communities.

Our Annual Business Plan outlines plans to improve the built environment and activate outdoor spaces with major works in the heart of Murray Bridge, the riverfront and outer townships.

There is also a strong environmental focus on tackling climate change and ensuring better water management.

Work is now underway to revitalise and activate our riverfront reserves with a focus on Sturt and Long Island Reserves.

Sturt Reserve

The next phase in our long term Sturt Reserve Master Plan is a new three-metre wide shared path creating access to the Murray Bridge War Memorial, and linking our busy city centre with the network of paths and trails throughout our premier play space - now underway.

Our wharf area is set to be remodelled to improve facilities for vessels and create further opportunities for tourism.

These works will be complimented with improvements to the area below Wharf Hill known as the 'former shell depot'.

Long Island Reserve

A new floating pontoon will be installed at Long Island Reserve to further improve and complement ongoing upgrades in recent years which have included new playgrounds, barbecues, public toilets and a double boat ramp.

Environment

Council is working to green our environment and address climate change through a range of initiatives that will create exciting outdoor spaces.

Water resource management and conservation are extremely important for ensuring a sustainable future.

Water Sensitive Urban Design is being incorporated wherever possible through initiatives that include using 'tree nets' and purpose built garden beds to capture rainwater and direct it to vegetation.

A recycled water pipeline to be built from the South Eastern Freeway to Long Island Road will allow council to use recycled water, from the SA Water pump station, to irrigate all recent and future plantings along the Swanport Road

BUILDING CAPACITY



entrance – with the potential to expand to nearby reserves in the future.

Investigations are underway to use recycled water to irrigate some of our under used open spaces and increase native plantings, to enliven sites and encourage people to spend time enjoying our open spaces – potentially including Rotary Jubilee Park, Raymond Road, Owl and Oak Avenue Reserves.

The Adelaide Road Linear Park and other parklands are already reaping the benefit of recycled stormwater pumped through from the storage lagoon at Gifford Hill.

EXCEPTIONAL REGIONAL CENTRES REQUIRE GREAT PEOPLE, GREAT PLANNING AND THE RIGHT INFRASTRUCTURE IN AN IDEAL LOCATION - WE TICK ALL THE BOXES

Stormwater upgrades planned for Johnstone Park and LeMessurier Oval will alleviate water-pooling issues during heavy rainfall events.

The Casuarina walking trail at Parkview Estate will be extended into the wetland area, with the trail walking surface to be improved, better signage and features including a bird hide, shelter and seating to come.

Murray Bridge is Changing

Murray Bridge is changing with the programs, projects and services planned for the coming financial year supporting our collective vision of creating Thriving Communities and a sustainable and bright future.

OUTER townships are being revitalised with a targeted open space program designed to transform, activate and promote all our region has to offer.

As the heart of our Rural City grows, so do our townships and exciting plans are underway to improve those communities and draw visitors and investment further out.

Over the next three years Council will focus on delivering meaningful projects in our outer townships, beginning with Monarto and Wellington.

Positive changes happening in our city centre will radiate outward as infrastructure investment and holistic branding expand into our rural communities.

A new information bay and signage at Monarto will greet the expected influx of visitors that will accompany the Monarto Safari Park expansion and a native vegetation strategy will protect biodiversity.

New public furniture will be installed at the Monarto Recreation Centre, while overnight motor home camping is trialled.

Baker Reserve will get an upgrade of the play space, along with new public toilets and a shelter at Wellington.

Council will look at increasing rainwater collection and storage for use by tourists and more public furniture will be installed.

Council will work with the Wellington community to develop a new public art project.

A discovery trail, trail head and signage will highlight attractions in both townships and new events will be supported.

CALENDAR OF EVENTS



FEDERATION ULTRA TRAIL

Saturday 14 and Sunday 15 August at the Monarto Sporting Complex, Monarto. Choose from 25km, 50km, 75km, 100km or The Juggernaut 163.5km course in this 24 hour race along the Lavender Federation Trail from Mt Beevor to the Sturt Reserve Trail head in Murray Bridge.

25km and 50km runners enjoy exclusive access to Monarto Safari Park's walking trails allowing glimpses of roaming wild African animals including meerkats, giraffe, bison, lions and rhinos – proceeds donated to the park help protect endangered species.

For more information visit mmievents.net.au

South Coast MX Championship Series Round 3

11 July
South Coast MX Club, Rocky Gully
southcoastmxclub.com.au

GKCSA Club Day

11 July
Go Kart Club of SA, Rocky Gully
gokartclubofsa.com.au

Murray Bridge Racing Club Winter Raceday

14 July
Murray Bridge Racing Club
racingmurraybridge.com

Dr Quark's Scientific Circus

16 July
Murray Bridge Town Hall
murraybridgepafc.com

Sweet As Swing

16 July
Murray Bridge Town Hall
murraybridgepafc.com

Rotary Art Show

17 July - 15 August
Murray Bridge Regional Gallery
murraybridgegallery.com.au

Rockleigh Neighbour Muster

18 July
The Old Rockleigh School House, Rockleigh
murraybridge.sa.gov.au/events

There's No Business Like String Business

22 July
Murray Bridge Town Hall
murraybridgepafc.com

Beep

27 July
Murray Bridge Town Hall
murraybridgepafc.com

Acoustic Sessions

31 July
The Station
murraybridge.sa.gov.au/events

Murray Bridge Racing Club Anniversary Raceday

7 August
Murray Bridge Racing Club
racingmurraybridge.com

South Coast MX Championship Series Round 4

8 August
South Coast MX Club, Rocky Gully
southcoastmxclub.com.au

Murray Bridge Public Art Walk

14 August
Murray Bridge Regional Gallery
murraybridgegallery.com.au

Amity Dry - 39 Forever

14 August
Murray Bridge Town Hall
murraybridgepafc.com

Murray Bridge Racing Club 5MU Power FM Raceday

25 August
Murray Bridge Racing Club
racingmurraybridge.com

2021 AusCycling Road State Championships South Australia

27-28 August
Mypolonga
auscycling.org.au

Youth Art Prize

28 August - 3 October
Murray Bridge Regional Gallery
murraybridgegallery.com.au

Murray Bridge Public Art Walk

31 August
Murray Bridge Regional Gallery
murraybridgegallery.com.au

Australian HPV Super Series (Pedal Prix)

11-12 September
Sturt Reserve, Murray Bridge
ahpvss.com

Rockleigh 105 Gravel Fest

12-13 September
Monarto Sporting Complex
mmievents.net.au

PGA Golf Classic

15-17 September
Murray Bridge Golf Club
murraybridgegolfclub.com.au

EVENTS STRATEGY

A MAJOR events program driven by Council, and supported by strategic partnerships, attracts thousands of visitors to our region every year.

Escaping to our unique location on the Murray River, with our idyllic Mediterranean climate, sport loving community and leisure filled lifestyle, inspires tourists to return again and again.

Hallmark events like Murray Bridge Fringe, New Year Eve celebrations and Murray River Splash stimulate our economy, boost community pride and continues to grow our reputation as a premier regional events destination.