



The Rural City of
**MURRAY
BRIDGE**

Bridge to Opportunity

Local Government Centre
2 Seventh Street (PO Box 421)
Murray Bridge SA 5253

T 08 8539 1100
F 08 8532 2766

council@murraybridge.sa.gov.au
www.murraybridge.sa.gov.au

ABN 90 501 266 817

MEDIA RELEASE

Subject: Monarto Safari Park Freeway Sign

Contact: Michael Sedgman
Chief Executive Officer
08 8539 1100 / 0412 205 230
m.sedgman@murraybridge.sa.gov.au

Date: Thursday 2 September 2021

A GIANT rhino on the side of the South Eastern Freeway now signals the gateway to animal adventures and the turn off to Monarto Safari Park.

The Rural City of Murray Bridge and Zoos SA combined forces to erect an impressive and colourful sign, 1.7 kilometres east of the Callington interchange, preceding the Monarto turn off, to promote South Australia's soon to be largest safari experience outside of Africa and most significant visitor attraction in the Murraylands.

The \$16.7million project, funded by the Australian and State governments, underway at Monarto Safari Park will create a new visitor centre, and Wild Africa precinct where visitors can enjoy a 560 hectare safari experience – the largest of its kind outside of Africa.

A luxury hotel and glamping accommodation will complete the project.

Chief Executive of Zoos SA Elaine Bensted said the rhino on the new sign was one of many species threatened with extinction that found a safe home at Monarto.

"Wow, I defy any driver to pass this sign and not think about visiting Monarto Safari Park," she said.

"We can't wait to open our new Visitor Centre, hotel and safari experience and welcome more visitors to Monarto Safari Park and encourage them to explore the wonderful region.

"We are very grateful to the Rural City of Murray Bridge for funding this stand out sign.

Mayor Brenton Lewis said Council supported the Monarto Safari Park vision.

"Forecasts predict an extra 55,000 visitors to our Rural City each year following the opening of the new visitor centre and Park expansion," he said.

"That kind of traffic and exposure will have a significant impact on the local economy, creating many jobs and encouraging further investment here.

"It's great to see people embracing the opportunities this region offers and Council proudly supports initiatives like this that are fantastic for the Monarto Safari Park and Murray Bridge."

The Council also constructed a new slip lane entry from Monarto Road to support the project and will deliver additional co-designed and co-funded signage at the new entrance.

An update on the progress of work at the Safari Park has been released with [narrated drone footage](#) - the project is on track for a February 2022 opening.