



Rural City of Murray Bridge

COMMUNITY PLAN

2016 - 2032

THRIVING COMMUNITIES

The Rural City of Murray Bridge Community Plan identifies our community needs, priorities and aspirations. It reflects what our community told us during extensive engagement undertaken between 1 July to 30 September, 2015 where Council collected and analysed over 3,500 comments and ideas.

The Community Plan 2016 - 2032 covers four themes covering the Environment, People and Lifestyle, Economy and Community, with each theme comprising a number of objectives and actions aimed at delivering our vision: **THRIVING COMMUNITIES.**

This Plan will guide the planning, decision making and actions of Council, our partners, community groups and the broader community.

The Rural City of Murray Bridge Community Plan 2016-2032 has four themes each with broad strategic objectives as set out below:

Valued Environment

- » Great places for people
- » Activate the river
- » Clean environmentally sustainable communities



Great People and Lifestyle

- » A safe, healthy and active community
- » Plan liveable, connected and accessible places
- » Our history, diversity and culture is treasured



Dynamic Economy

- » A robust and diverse regional economy
- » A desirable place to live, work, invest and visit
- » A progressive, productive community



Connected Communities

- » Collaborate to achieve outcomes
- » Engaged and well-informed communities
- » Build community capacity and support



HOW WE WILL ACHIEVE THRIVING COMMUNITIES TOGETHER

Valued Environment

Key areas for action

1. Improve the public realm and community spaces
 - Enhance streetscapes and entrances into townships
 - Develop a network of themed trails and shared paths to improve connectivity for walking and cycling
 - Provide active children's play spaces, especially in the rural communities
2. Develop connection with the river to provide amenity, recreational and economic benefit
 - Develop the River Front Strategy
 - Rationalise and upgrade boat ramps
3. Ensure our recreation areas and open space are accessible and respond to the needs of the community
4. Ensure infrastructure meets future demand and stimulates economic development
5. Retain and protect natural areas and minimise our impact on the area



Great People and Lifestyle

Key areas for action

1. Develop transport options that meet the current and future needs of the community
2. Ensure housing growth that retains the rural and lifestyle charm of the region, and which provides a range of housing options
3. Manage improved community safety through planning, partnerships and design
4. Encourage festivals and events that provide opportunity for creativity and leisure
5. Value, celebrate and protect our heritage and cultural diversity



Dynamic Economy

Key areas for action

1. Develop a strong, positive, aspirational Murray Bridge identity
2. Enable appealing and affordable housing appropriate to incomes, aspirations and cultures to attract and retain new residents
3. Introduce local career, education and entrepreneurship pathways
4. Develop a strategic approach to attracting more visitors to stay longer
5. Develop and strengthen effective partnerships with local business and industry associations



Connected Communities

Key areas for action

1. Strengthen communication networks within communities and across the Rural City of Murray Bridge
 - Maximise use of websites and social media
 - Provide notice boards in key locations within the Council area and update with relevant information on a regular basis
2. Increase community involvement in decision making
 - Develop and support community groups and networks
3. Build community capacity and support
 - Facilitate leadership and local community capacity building training for members of established community groups and networks



WHAT DOES OUR COMMUNITY VALUE?

Our community has told us that they value the following aspects of the Rural City of Murray Bridge and wish to retain and enhance them

THESE ASPECTS ARE:

- Our great location and accessibility to Adelaide and the regions
- The natural assets especially the river and its environs
- The climate
- Our small rural communities
- Biodiversity of the river system and accessible natural environment
- Available facilities such as shopping, health, aged care, government services
- Relaxed country lifestyle
- Multi-culturalism
- Our history and heritage
- Recreational opportunities - sporting facilities, parks, gardens and open space
- Education facilities from kindergarten to secondary
- Youth organisations
- Large housing blocks
- Caring community
- Our volunteers
- Sense of community
- The Library, Town Hall and Regional Gallery



WHAT ARE OUR COMMUNITY'S ASPIRATIONS?

Valued Environment

- Establish an active river corridor to provide opportunities for accommodation and recreation, tourism and water activities
- Infrastructure that serves current and future community needs including roads, signage, toilets, sporting facilities, playgrounds and community meeting place
- Improve our parks and gardens
- Develop themed trails and shared paths



Great People and Lifestyle

- An environment with- in which community members feel safe to live, work and play
- Land use planning that enhances and protects open space, biodiversity, natural environment and lifestyle
- Spaces and places where the community can meet, celebrate and play
- Indoor sport and recreation facilities
- An auditorium, cultural precinct and street art
- More amenities, family friendly spaces and entertainment
- A safe community



Dynamic Economy

- Improved transport facilities
- Provision of local tertiary education opportunities
- More employment options
- Positive brand and identity
- Recognition of local produce
- Hallmark events
- Tourism infrastructure and promotion
- More accommodation options
- Improved viability and vitality of Bridge Street



Connected Communities

- Effective and meaningful engagement and communication
- Effective community involvement in decision making
- Programs and events that create opportunities for people to come together
- Build community pride



Delivered over 16 years through four strategic plans, the Community Plan:

- Factors in both short term and long term considerations
- Integrates environmental, social, economic and community concerns
- Involves communities in decision making

COMMUNITY PLAN 2016 - 2032

THRIVING COMMUNITIES



MAKING IT HAPPEN

The Community Plan vision “Thriving Communities” will be delivered in three clear stages

| | <i>Valued Environment</i> | <i>Great People & Lifestyle</i> | <i>Dynamic Economy</i> | <i>Connected Communities</i> |
|------------------------|-----------------------------|---------------------------------------|--------------------------|------------------------------|
| Stage 1 2015-20 | Creating the Environment | Unlocking the potential | Game Changers | Engagement |
| Stage 2 2021-28 | Developing the Environment | Delivering Focused Community Services | Developing Opportunities | Developing the Community |
| Stage 3 2029-32 | Clean green and sustainable | Vibrant Lifestyles | Vibrant Futures | Empowerment |

Thank you to the residents, schools, Elected Members and staff members who have contributed ideas and knowledge to assist us in planning a vibrant future for the Rural City of Murray Bridge.

THE RURAL CITY OF MURRAY BRIDGE

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