

Established 2011
Revised 2017



Murchison

& DISTRICT COMMUNITY PLAN



www.murchison.org.au



Murchison
community
plan



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Overview

Our Community Plan, prepared in 2011 and updated in 2017, is a report on the directions that we have decided to take as a community.

Murchison and district residents undertook a rigorous planning process in order to produce the "Murchison and District Community Plan (2011)" Produced under the auspices of Greater Shepparton City Council (GSCC), the plan aligns with both the Community Planning and the Community Engagement Policies of GSCC. Community members engaged in the development of the plan in order to ensure that the community voice is able to contribute to directions and developments in the district. In 2017, residents undertook a similar process to update the Community Plan. This plan contains both the original 2011 information as well as new data captured during the 2017 consultation.

In 2011, a local steering committee was established to work with a community consultant and GSCC representatives to formulate the plan. The adoption of established participation strategies and techniques by the working group achieved a comprehensive community representation and involvement and a significant number of contributions from the local population. A logical, structured methodology involved the development of a community vision for Murchison. The vision was supported by an analysis of the challenges and opportunities facing the community in an endeavour to move toward the vision. The major outcome of the plan is

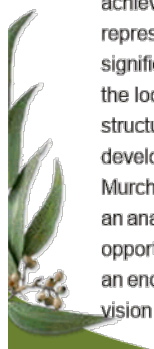
a set of priorities, and strategies, to guide and underpin future activities and developments in Murchison and District.

Those directions form the best part of this document and are:

- We are proud of our heritage, which is demonstrable in the historical assets that lie throughout our district that have been cared for by generations of citizens.
- Today the town and district are a great place to live and to bring up a family.
- We are particularly appreciative of the services available to us through the SES, Ambulance, CFA, Police, doctor, aged care, wonderful primary school, local businesses and industry.
- We want to share the assets of our area with more people through tourism and new residents.
- We see the potential for maintaining the opportunities offered by our rural lifestyle and our ambience into the future while recognising the value of expanding our population.
- We are excited by creating sustainable development for our area and challenged by the degree to which we can be involved in steering our future direction.

The community placed high priority on the need to retain the essence of what we already have in

the district. Valued community assets range from the safe, friendly, quiet and relaxed atmosphere that characterises the town and district to its unique river environment. The community is especially proud of its heritage, as seen in the numerous historical assets that exist in the district by virtue of the care provided by generations of citizens. The town and district are great places to live and raise families. Valued community assets also include the public services provided by the SES, Ambulance, CFA, Police and doctor facilities. Murchison has a highly valued primary school and aged care facilities, ably supported by local businesses and industry.



Overview
Continued



Australia Day at the pool

The plan identifies that future developments in Murchison and District should focus on:

- Promoting and celebrating our heritage
- Providing facilities & activities for people of all ages
- Attracting suitable investment and employment
- Promoting Improvements in the quality of infrastructure and
- Promoting the quality of transport services in the district

We have undertaken the process of developing a community plan to gain greater influence (from a community level) in steering the direction of our community and district.

We believe that enthusiasm, as well as gaining and retaining sufficient people to get the work done, are critical to our success. We are determined to work in collaboration with our community, local council and all other stakeholders.

- Some of our achievements so far include:
1. Murchison Rail Trail construction – Impey Street to Chanel Inlet Road (7.7km)
 2. Murchison Heritage Centre extension
 3. Playground construction and fencing
 4. Community noticeboard
 5. Playground shade structure (due 2017)
 6. Footpath in Station Street (due 2017)

As we continue on the road to implement our Community Plan, the steering group invites other community members to join us, not only in acting on these directions but also in continuing to develop the plan. As experienced community volunteers, and as a steering committee for the community plan, we have developed an appreciation of what is involved in achieving desired outcomes in a small community. We outline here how we plan to work in anticipation that it may encourage you to join us.

The enthusiasm and contributions of locals is essential to getting the work done and critical to the success of the plan.



Official opening of the Rail Trail

The need for a community plan

The need for a community plan

In March 2011 Greater Shepparton City Council (GSCC) encouraged residents of Murchison and district to develop a community plan in keeping with the GSCC Community Engagement Policy (explained on this page) and the commitment of GSCC to develop Community Plans for all small towns in the City of Greater Shepparton. GSCC described a community plan as "a written document that investigates the current situation in relation to all aspects of a community; social, physical, economical and environmental. It identifies what the priorities are for the community, which can be used to inform Council and other stakeholders who provide physical and financial resources for the region. GSCC further aimed to develop community plans "in line with the philosophy of Asset Based Community Development (ABCD)" and to promote local ownership of a plan by involving the community in the development of its plan in partnership with GSCC.

Importantly, "a community plan should reflect what the community sees as their vision for the future and what its priorities are for improving and developing the community".

TAKEN FROM GSCC COMMUNITY PLANNING POLICY:

Objectives of the Community Planning Program:

- Ensure that local communities within the municipality have a shared view and understanding of community planning
- Capacity building for individuals and communities in line with Asset Based Community Development (ABCD)
- That the community planning process is based on the values of democracy, trust, equity, social justice, openness, mutual respect, collaboration and inclusion
- Recognise that community members have the desire and knowledge to contribute to decision making in their own communities
- Recognise that communities want to be worked with rather than worked on by all sectors in which they engage
- Focused on achieving sustainable outcomes that are implementable

TAKEN FROM GSCC COMMUNITY ENGAGEMENT POLICY:

- "Greater Shepparton City Council is committed to sound community engagement, based on our belief that:
- People in our communities should be involved in the decisions that affect them
- People in our communities deserve high quality public services shaped around their needs and priorities

- Our Council policies and strategies should reflect local circumstances and aspirations
- This Community Engagement Strategy recognises the importance of community input in developing and delivering better services. It is a guide to involving residents, industry, business, non-government organisations and other tiers of government prior to Council decision making, so that decisions will be more likely to reflect all of the concerns and interests, and provide well thought through solutions

The purpose of these documents is to:

- Enhance community involvement in the planning of Council services and programs in Greater Shepparton
- Provide a consistent, whole of Council approach to community engagement
- Support Council to engage with a wider cross section of the community, including groups that are harder to reach
- The effectiveness of our Community Engagement Strategy will be measured by the degree to which it leads to better decisions (policies, plans and projects) which means better outcomes for the Council and the community "
- This strategy can be viewed and downloaded from www.greatershepparton.com.au



The need for a community plan continued



It is recognised that Murchison & district have valuable facilities, amenities and social infrastructure that make the area attractive to both residents and tourists.

In fact, many of the community's assets would not be available if it hadn't been for the initiative, planning and hard work of many individuals and groups over many years

Murchison has gained from having the Murchison Action Group (MAG, previously Murchison Progress Association) progressing community initiatives through Shepparton Council for 10 years. The community also has several dedicated groups which include the Pool Committee, the Historical Society, the Football and Netball Committees and many more. All of these hard working groups and individuals have provided much benefit to Murchison & the District. They have done so through working collaboratively within the community as well as with local, state and federal government departments.

The development of a Community Plan clearly empowers the community to exert greater influence over the direction of our community and district.

The Community Plan is further seen as an instrument by which the community can seek funding and support for specific projects from GSCC and other relevant bodies and organisations. In addition to its value in providing a focus for local development, and as a tool for working with external partners in achieving community aspirations, the planning process has independent value through the development of a shared vision for the area.

This document describes the processes and outcomes of the journey undertaken by residents of Murchison and District, initially in 2011, to formulate and formalise an agreed Community Plan. The document represents the aspirations and directions indicated by the community through

a series of newsletters, surveys, community and steering committee meetings. The document shows that the planning process engaged as many people as possible in the development of the plan and, perhaps most importantly, lists the achievements of the Community Plan thus far, including the development of the Rail Trail and Heritage Centre extensions.

Nevertheless, it is recognised that the plan is not 'fixed in stone' but that it exists as a 'living document' to be reviewed and improved over time. As such, the Murchison Community Plan Committee planned and facilitated a review of this plan in 2017 to ensure it still continues to reflect the community it represents. The consultation methods utilised to gather updated data are outlined below ('How Did We Arrive At Our Community Plan?'). Newly identified actions from this review, as well as all existing ones, are included in the seven strategic directions contained further within this document.

How did we arrive at our Community Plan?



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How did we arrive at our Community Plan?

METHODOLOGY

Strategic Thinking and Planning methods, from the Technology of Participation (ToP; Institute Of Cultural Affairs), were adopted as the basis of the community planning process. A series of community meetings and other activities were undertaken in a comprehensive structured process that systematically depended on:

- The development of a shared vision for the community,
- an assessment of the challenges and opportunities associated with the vision, and
- the creation of strategies to address the challenges in order to move toward our vision

COMMUNITY ENGAGEMENT (2011)

The initial development of this community plan involved a broad cross section of the community with twenty representatives on our steering committee. It also benefited from the involvement of members of the Murchison Action Group (MAG). MAG had identified and was working on some of these projects prior to the commencement of the plan.

Three public planning meetings were conducted in Murchison to directly address the Vision, Challenges and Opportunities, and Strategy requirements of the planning process:

- The "Vision" meeting was held on Sunday 26 June, 2011, with twenty-two attendees
- The "Challenges and opportunities" meeting was held on 17 July (eleven people attended)
- The "Strategies, Priorities and Projects" Meeting was held on 7 August with twenty-five community representatives

In addition, the Community Plan involved the whole community in the planning process by making sure that all groups, including those who are not usually involved in planning (such as young people and people from other cultures), had an opportunity to be involved in the identification of aspirations, challenges, strategic directions and potential projects. The following activities were important to the formulation of the Murchison and District Community Plan (2011):

- A youth forum was held with twenty-seven attendees on Monday 28 June 2011, including several people from the Pacific Island community (resident in Murchison)
- A second Vision Meeting was held on 4 July with fifteen community representatives. Neil Druce from Junee Chocolate Factory also attended to describe his interest

in developing the Murchison Flour Mill with a view to create another organic chocolate factory to establish a slow food trail between Melbourne and Sydney

- 4 August, six people from the business community got together to provide input
- 10 August the Junior School Council provided some feedback on their priorities and
- The grade one students from Murchison Primary School also provided some wonderful pictures of their hopes and dreams for the future of the area
- Four Newsletters were sent to organisations and households throughout the process to ensure that people were kept informed
- Many people also completed survey forms, on-line surveys, and provided verbal input to interviews
- For six consecutive Saturday mornings representatives from the Steering Committee set up a stall on the main street to seek input

COMMUNITY ENGAGEMENT (2017 UPDATE)

In late 2016, the Murchison Community Plan Committee came to the decision that a review and update of the original 2011 plan needed to be carried out.

This review specifically targeted updating the actions contained within the seven strategy areas. It was the view of the committee that the remainder of the plan should remain unchanged. In order to update the actions contained within the plan, the Murchison Community Plan Committee collected data through a variety of methods:

- Australia Day 2017 Event – the committee facilitated a “pop-up” table at the Murchison Australia Day Awards. Residents were asked to write down their ideas for future projects and complete surveys.
- February 8 Community Conversation – Residents gathered at the Senior Citizens Centre to discuss potential future actions for Murchison while enjoying supper.
- What’s Happening In Your Town – On March 1, groups and clubs from Murchison were invited to speak about what they saw as important future projects for the area, as well as update everyone on their current activities.

These activities were underpinned by the coordinated distribution of surveys (via the Neighbourhood House newsletter, 3610, and online) to everyone residing within Murchison. Surveys complemented the above activities by asking what was still important in the plan and what other projects/activities should now be included. Fifty surveys were received throughout this process.



Who we are today

Who we are today

What we love about Murchison & district

- The River
- It is a great town to live in
- The new police station
- Recreation reserve
- Primary school
- All of the great people that have moved into Murchison
- Agriculture
- It's past-Aboriginal community for 100,000 years,
- State Emergency Service (SES) local volunteers
- Families who have been in Murchison for generations
- Country Fire Authority (CFA)
- The natural environment, the river gardens and farmlands
- Carol's by Candlelight
- Small businesses
- The community welcoming
- Council help
- Good weather
- Willingness of people to work and achieve eg pre-school, nursing home, swimming pool
- Clean town on the river
- Farming
- Close proximity to Melbourne & Shepparton
- The country atmosphere away from the city of Shepparton but close enough to commute if necessary
- Affordable housing
- A very nice little quiet town to live in
- A small town with friendly people
- "The Neighbourhood House is great"
- "Australia Day in Murchison is good!"
- All shops and facilities are within walking distance
- School staff work hard
- Number of volunteers who run the community services
- Scenic beauty
- Friendliness of locals
- Country living
- Close to Shepparton and reasonable travel time to Melbourne
- Quiet surroundings but all facilities are available
- Aged care facility
- Medical centre
- Small caring population,
- The irrigation industry
- "I love the Christmas decorations!"
- "The public spaces in Murchison are beautiful to gather in"

Our Previous Community Plan Achievements

- Murchison Rail Trail construction – Impey Street to Chanel Inlet Road (7.7km)
- Murchison Heritage Centre extension
- Playground construction and fencing
- Newsletter establish (3610)
- Netball court resurfacing
- Website upgraded
- Community noticeboard
- Playground shade structure (due 2017)
- Footpath in Station Street (due 2017)
- Youth Recreation SPOT (in development)





Murchison & District

Population:	1,047	Families:	284
Females:	526	Males:	521
Median Age:	45	All Private Dwellings:	492
Average People Per Household:	2.4	Median Weekly Household Income:	\$836
Median Monthly Mortgage Repayments:	\$1,135	Average Motor Vehicles Per Dwelling:	2.2
Australian Ancestry:	385	English Ancestry:	419
Scottish Ancestry:	154	Irish Ancestry:	121
German Ancestry:	41	Catholic:	266
No Religion:	228	Anglican:	182
Uniting Church:	143	Presbyterian and Reformed:	64
Full-time workers:	275	Part-time workers:	145
Unemployed:	25	Couples With Children:	115
Couples Without Children:	134	One Parent Families:	30
Homes Owned Outright:	158	Homes Owned With Mortgage:	141
Aboriginal & Torres Strait Islander Population:	21	Median Age (Aboriginal & Torres Strait Islander):	29

Please note: the above data (2011 census) is the most current we have at this time www.censusdata.abs.gov.au

Where We Are Going

Our Strategic Directions For The Future

The following pages outline our intended actions and the strategic directions that we have decided to take, as well as the challenges and opportunities we face.

There are seven strategic directions within which we have twenty-nine foci with associated suggested actions. Pages 23 to 28 outline each of the seven strategic directions and list each of the strategic foci (and their actions).

Many of the strategies intertwine with and catalyse each other however one in particular underpins all of our strategies and that is the second strategic focus under "Balance Population Growth with Enhancing the Natural Environment" which is, "Partnerships For Growth: Continue to work with our community, Greater Shepparton City Council, State and Federal Governments and adjoining communities and Councils to achieve our goals". We see it as vital to the success of our plan to work in collaboration with all aspects

of our community as well as the Greater Shepparton City Council and, when opportune, with State and Federal Government. We understand collaboration to mean that we will openly share our aspirations and plans, seeking to understand those of others and endeavour to achieve our aims for the benefit of all concerned.

Another context that operates across all aspects of the plan is our desire to maintain the heritage and environmental values of Murchison and District.





Challenges & Opportunities

As part of our planning process, we took a look at the challenges and opportunities facing us as we work toward our vision. We asked ourselves, 'what is holding us back from our vision and what is enabling us to move toward it'.

While it is important to have a vision to work toward, it is also important to recognise what we need to focus on to enable our vision to come to fruition. In looking deeply at what was blocking us, we were able to see that within each challenge there was also an opportunity. We are recording these in our plan so that we do not lose sight of these aspects that are vital to our achieving our aspirations. They are in fact the means that enable the ends; by focusing on these things we will enable our vision to unfold:

- 1 Working together as a community to achieve a shared vision
- 2 Organising and channelling the talents of the community
- 3 Ensuring youth have a voice in the community
- 4 Better co-ordination of mechanisms for effectively communicating local information & events
- 5 Good local management skills available
- 6 Competent local & technical management, good coordination and agreements by all stakeholders
- 7 For the community to value its assets & establish good networking
- 8 Community participation in developing the future direction of Murchison (sharing priorities, ideas & commitments)
- 9 Building strong partnerships with Council, other levels of government and organisations

'Sometimes our light goes out but is blown into flame by another human being. Each of us owes deepest thanks to those who have rekindled this light.'

Albert Schweitzer

In order to work through the challenges we need positive energy and enthusiasm. Enthusiasm is infectious. It must be genuine. That is the role that we play for each other, to keep our flames of positive enthusiasm burning.

'Each and every individual has something positive to add to the whole. The future of the whole is improved by the input of each and every individual.'

Institute of Cultural Affairs

CRITICAL MASS

While we know that we can't involve everybody in the community in driving this plan, and we appreciate that a small group of people can achieve a lot, we do need sufficient people to get the work done (and to replace others when they are unable to attend). A consistent group of between ten and twenty is what we need. Anyone who wants to work with us on this plan is most welcome. We understand that people need a positive environment to persevere on committees such as ours.

We recognise that this is a marathon, not a sprint – wins are going to be slow and involve a lot of work. We need people who will stay the distance under those circumstances. We are determined to address the challenges that face us in our endeavours. We will enable community participation in developing the future direction of Murchison. We will work together as a community to achieve a shared vision. We will organise and channel the talents of the community. We will ensure that youth have a voice and opportunities to lead in the community. We encourage the participation of all residents to be involved in community-based programs and projects. We will work on effective communication and good co-ordination of local information and events. We will develop our management skills and develop clear agreements with all stakeholders. We will value our assets and establish good networking. We will build strong partnerships with Council and all stakeholders relevant to the progress of our Community Plan. We will approach these partnerships with openness to sharing our aspirations and plans and seeking to understand those of others. We understand that collaboration has always enabled projects and will in the future.



Murchison Action Plan

1. Retain the essence of what we have in 2011

We intend to retain all of the things that we value about Murchison and its District. Specifically, there are four foci in our strategic direction, namely, the river environment, services, our safe, friendly and happy town and its clean and tidy appearance.

<p>The River Environment: <i>It is of critical importance to us that we retain the ambience provided by the river environment in Murchison</i></p> <p>Actions:</p> <ul style="list-style-type: none"> • The protection & enhancement of the river/ beach and park, including erosion control and weed removal • Understanding the unique areas including bird & wildlife along the river & wetlands and protecting for all to enjoy, • Reviewing access of vehicles to all areas of river and • Considering whether public toilet facilities on the river & wetlands and banks are required • Construction of a boat ramp (determine appropriate venue)
<p>Services: <i>We consider ourselves very fortunate to have such good services available to our town (including the Primary School)</i></p> <p>Actions:</p> <ul style="list-style-type: none"> • Maintain our essential services e.g. SES, CFA, police, doctor and nursing home
<p>Safe, Friendly & Happy Community: <i>The safe, friendly and happy atmosphere in our district is valued by all of us (referred to in all of our community plan meetings)</i></p> <p>Priority Action:</p> <ul style="list-style-type: none"> • Determine how the community comes together to be involved in community plan actions <p>Other Actions:</p> <ul style="list-style-type: none"> • Develop a sense of a warm welcoming community via a welcome pack for new residents • Organise a community garden in township • Community pizza oven • Community classes to support lifelong learning
<p>Clean & Tidy Town Environment: <i>We are extremely proud of the cleanliness and tidiness of our community and have received Tidy Town awards in the past that reflect that</i></p> <p>Priority Action:</p> <ul style="list-style-type: none"> • We will create iconic entrances to Murchison from all four directions <p>Other Actions:</p> <ul style="list-style-type: none"> • A 'Clean Up Murchison Day' • A Bush Tucker Trail, Avenue of Honour, local sculptures, masses of native plants, native grasses, Up-coming Events Boards, the town name in big steel letters, lighting, fencing and rocks • Extra bins in town (incl. recycling) • Understand the street sweeper arrangements • Council charter for services provided to the town • Revamp of Meteorite Park





2. Balance Population Growth with enhancing the natural environment

It is important to the Murchison and District community to be in control of our own development to ensure that development is balanced and in keeping with the enhancement of our natural environment

<p>Environmentally Sensitive Development</p> <p>Priority Project:</p> <ul style="list-style-type: none"> • Develop A District Energy Strategy <p>Other Actions:</p> <ul style="list-style-type: none"> • Investigate - Solar, Wind, Hydro & Wood • Investigate the possibility of a woodlot, where the community would purchase land & plant trees for future generations • Investigate the options of natural gas and solar power • Support a Housing Development Strategy (stipulate the need to appeal to low income earners) • Conversion of toilets to composting type • We will explore the potential of a world-class eco-friendly resort in Murchison • The purchase of land for a nature reserve
<p>Population Growth: <i>We intend to grow our population</i></p> <p>No identified actions</p>
<p>Partnerships For Growth: <i>Continue to work with our community, Greater Shepparton City Council, State and Federal Governments and adjoining communities and Councils to achieve our goals</i></p> <p>No identified actions</p>

3. Celebrate our identity and Heritage

Murchison and District has a unique and nationally significant heritage, celebrated and maintained by generations of people, with books written to capture it. Books contain recollections of interactions between early European settlers and the local Ngurai-iliam Aboriginal people and the community has maintained relics from this time including the grave of King Charles Tattambo and his breastplate The Aboriginal Protectorate, Dhurringile detention centre and the Flour Mill are all precious parts of Victoria's history The meteorite of 1969 has international significance as it has been studied by physicists around the world, particularly interested in the evidence that it provides of life on other planets We value our identity and heritage and seek to promote it in the following ways

<p>An Iconic Identity</p> <p>Refer to tourism section – Strategic Direction 5</p>
<p>Annual Festivals & Events</p> <p>Priority Actions:</p> <ul style="list-style-type: none"> • Support all community events within the district (e.g. Christmas festivities, open air cinema, market days, Murch Mile) <p>Other Actions:</p> <ul style="list-style-type: none"> • Support/encourage activities arranged by Council and other local organisations



Promote Our Uniqueness
Priority Action:
<ul style="list-style-type: none"> • Continue supporting the development and operation of Days Mill
Family Walks, Bikes & Trails
Priority Action:
<ul style="list-style-type: none"> • Develop Rail Trail, and cycling/walking/horse riding trails, including extension to Murchison East as a priority
Other Actions:
<ul style="list-style-type: none"> • Develop a Tracks & Trails strategy that encompasses walking, cycling, rail trail and horse riding that will form the basis of a funding application (trails lead to many historical points around the town and we need to incorporate these into the strategy) • Work with Shire of Campaspe & Rushworth Community Plan to complete the rail trail to Rushworth • Cycling path to Tatura • Sculpture installed on Rail Trail • Establish Park Run in Murchison
Celebrate Our Heritage
Actions:
<ul style="list-style-type: none"> • Preservation, restoration and maintenance of heritage buildings

4. Provide Facilities and Activities for People of all Ages

New Facilities: <i>We acknowledge that people would like to see a range of new facilities in Murchison and we plan to keep an eye on continuous improvement of town facilities</i>
No identified actions
Modern Sport & Recreational Facilities
Priority Action:
<ul style="list-style-type: none"> • Engage with Recreation Reserve Committee and Council to develop a master plan, incorporating netball courts, football oval, Lion's Park, tennis courts and a potential playground at the recreation reserve
Other Actions:
<ul style="list-style-type: none"> • Tennis courts resurfacing & fencing • Playground at Rec Reserve • Development of a gym • Upgrade of Murchison Community Centre
High Quality Child & Youth Development & Education
Priority Action:
<ul style="list-style-type: none"> • Support the provision of children's services & programs
Other Actions:
<ul style="list-style-type: none"> • New kindergarten • More children's activities e.g. modern day care facility • Local high school • Youth support services
A Youth Friendly Town
Priority Action:



- Encourage youth to be involved in the community plan, especially through the Youth SPOT development

5. Attract appropriate investment and employment

It is our intention to do all that we can to interest others in investing in Murchison and District so that we can increase residential housing, tourist accommodation, employment and tourism

<p>Residential Housing</p> <p>Actions:</p> <ul style="list-style-type: none"> • Develop a housing development strategy • Encourage greater choices of retirement accommodation • Encourage more accommodation options in and around town • Discuss with businesses the option of developing a Town Business Strategy • Develop a Murchison Renovation Rescue Program • Community based handyman
<p>Accommodation For Tourists: <i>Accommodation is very much needed to encourage people to stay longer and provide business to town As part of tourism discussions, a lack of accommodation in the Murchison area has been identified. This will be discussed in the tourism project</i></p>
<p>Action:</p> <ul style="list-style-type: none"> • Advocate for a drainage point for Winnebagos and caravans
<p>Employment</p> <p>Action:</p> <ul style="list-style-type: none"> • Encourage diversity in business to increase employment opportunities
<p>Tourism</p> <p>Priority Action:</p> <ul style="list-style-type: none"> • Promote tourism through a tourism strategic plan <p>Other Actions:</p> <ul style="list-style-type: none"> • Signage to promote Murchison to travelling public on freeway • Promote visitors to the district through a Tourism Strategic Plan • Cubby house challenge • Massive kids playground • Mixed trails e.g. winery, rail, yabby • Work with Shepparton & Nagambie Visitor Centres to promote Murchison • Space themed park focusing on meteorite • Capitalise on our great 'food bowl' (benefit to local farmers) • Develop a signed heritage tour map in & around town • Establish a tree heritage map • Work with GSCC and Goulburn River Valley Tourism • Communicate to visitors what facilities & attractions are available via a civic guide, map, calendar, notice board, etc
<p>Viable Agriculture</p> <p>No identified actions</p>
<p>A Variety Of Shopping & Dining Experiences: <i>Over time in attracting visitors to Murchison we will need to expand our entertainment and relaxation facilities that we offer</i></p>
<p>Actions:</p> <ul style="list-style-type: none"> • Current business area has no room for extra shops – investigate our options



- Support the businesses pursuing alfresco dining in Murchison
- Increase retail opportunities
- Attract a café to the riverbank

6. Offer High Quality Infrastructure

It is our intention to attain the best quality infrastructure for our district

<p>Communal Facilities</p> <p>Actions:</p> <ul style="list-style-type: none"> • Community pizza oven, • Support the development of the Men’s Shed • Better manage public space around Campbell’s bend
<p>Communication Connectivity</p> <p>Actions:</p> <ul style="list-style-type: none"> • Access to high speed internet e.g NBN & other IT services • Increase social media presence • Investigate street lighting for pedestrians in Murchison East • Signage indicating the location of community services
<p>Civic Infrastructure</p> <p>Actions:</p> <ul style="list-style-type: none"> • Footpath installation & upgrades of existing street lighting for pedestrians in Murchison and Murchison East • Sewerage investigated for Murchison East • Drainage in town needs to be reviewed • Water pressure issues need to be investigated and resolved • Follow-up on state government, ‘Flood Recovery Community Infrastructure Fund’ • Streetscape/beautification of the main street, including roads and landscaping • Safe crossing point – Pub to Post Office, including possible traffic lights

7. Supply good transport services

It is our intention to actively lobby for improvements to transport services, public transport infrastructure and roads so that the town and district have good transport services

<p>Transport Services</p> <p>Actions:</p> <ul style="list-style-type: none"> • Improved bus & train services, • More flexible timetables to & from Shepparton
<p>Public Transport</p> <p>Actions:</p> <ul style="list-style-type: none"> • Railway Station rebuild, including public toilets • Extra bus stops at Murchison East
<p>Road Improvements</p> <p>Actions:</p> <ul style="list-style-type: none"> • Speed zone review in town • Road surfaces improved (poor in some areas)



- Continue to provide support for Kirwans Bridge to remain open to light vehicles
- Improve parking on main street
- Truck bypass around town
- Upgrade Tatura/Murchison Road

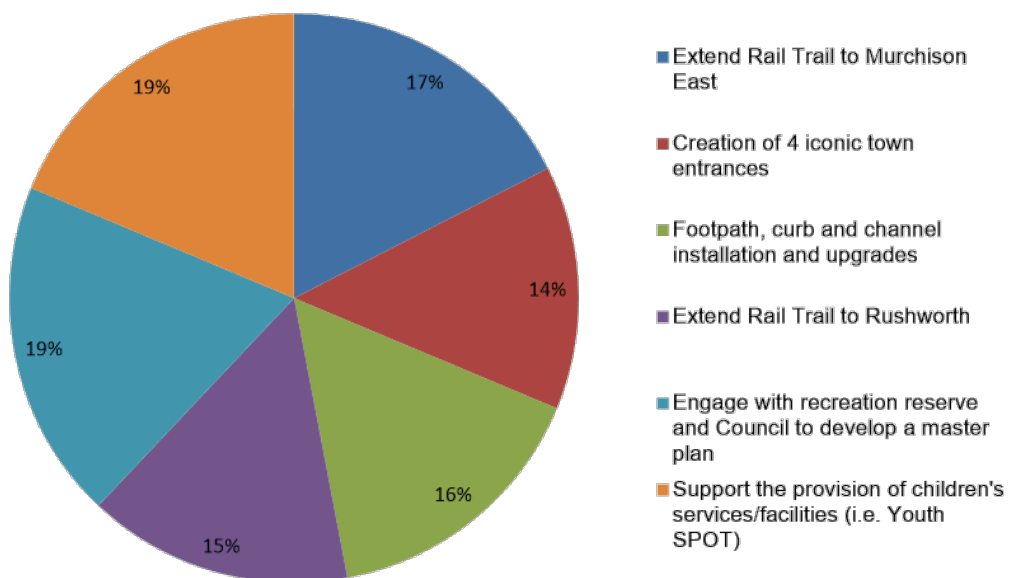




Priority Actions for Murchison and District (2011 & 2017)

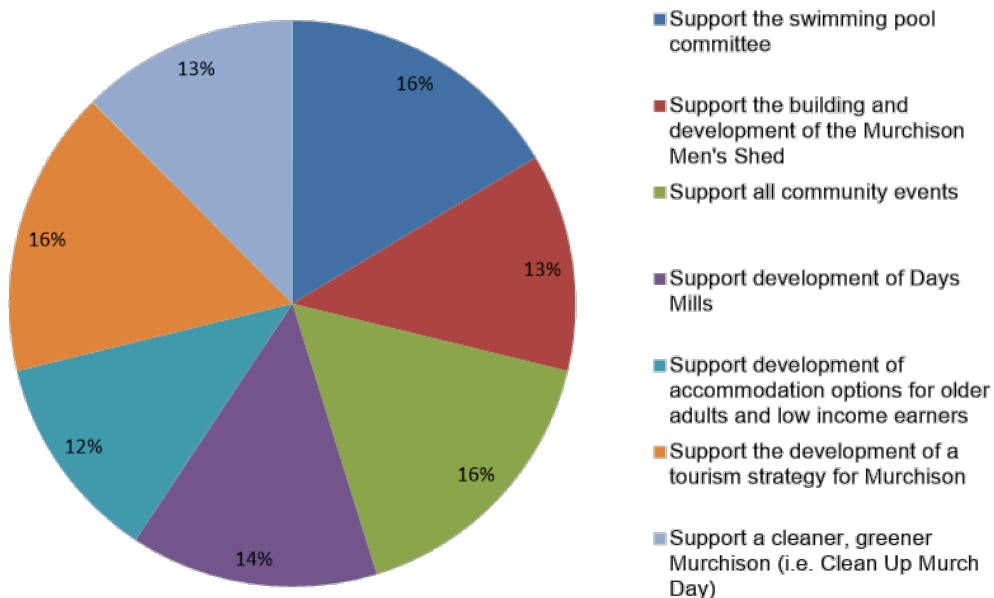
The community consultation conducted in 2017 delivered a strong endorsement of the 2011 Community Plan actions currently prioritised by the Murchison Community Plan Committee. In total, 59 respondents provided feedback on the following MCP activities:

Murchison Community Plan High Priority Actions (to be undertaken by Murchison Community Plan Committee)





Murchison High Priority Actions (to be undertaken by other groups and supported by the Murchison Community Plan Committee)



The graphs show that the order of priorities are as follows:

1. Support the provision of children's services/facilities (i.e. participation in the creation of the Murchison Youth SPOT)
2. Engage with Council and Recreation Reserve to develop a master plan
3. Support all community events (e.g. Christmas, Cinema Nights)
4. Support the swimming pool committee
5. Support the development of a tourism strategy for Murchison (i.e. signage, website, heritage tours)
6. Extend the Rail Trail to Murchison East
7. Continue supporting the development and operation of Days Mill
8. Footpath, curb and channel installation and upgrades
9. Extend the Rail Trail to Rushworth
10. Creation of 4 iconic town entrances
11. Support the building and development of the Murchison Mens Shed
12. Support a cleaner, greener Murchison (i.e. Clean Up Murchison Day)
13. Support the development of accommodation options for older adults and low income earners in partnership with local groups





Identified Actions - 2017:

In addition to the original 2011 actions, residents of Murchison suggested the following actions be added to the Community Plan (note: these actions are also included in the tables contained within the "Murchison Action Plan" section above):

- Construction of a boat ramp (determine appropriate venue)
- Community classes
- Continual community events (carols by candlelight, market days, Murch Mile, wine tasting, etc.)
- Revamp of Meteorite Park
- Conversion of toilets to composting type
- Support/encourage activities arranged by Council and other local organisations
- Cycling path to Tatura
- Sculpture installed on Rail Trail
- Establish Park Run in Murchison
- Preservation, restoration and maintenance of heritage buildings
- Playground at Recreation Reserve
- Development of a gym
- Youth support services
- Encourage diversity in business to increase employment opportunities
- Increase retail opportunities
- Attract café to the riverbank
- Better management of public space around Campbell's Bend
- Signage indicating the location of community services
- Streetscape/beautification of the main street, including roads and landscaping
- Safe crossing point – Pub to Post Office
- Traffic lights
- Improve parking on main street
- Truck bypass around town
- Upgrade Tatura/Murchison Road



Where We Have Come From – Our History

Courtesy of the Murchison Historical Society from Warwick Finlay's book, 'The Doctor, The Captain, The Poet and Others', pages 54-56

For countless millennia Aboriginal people occupied the Murchison area. The Ngurai-illum clan developed spiritual and material connections with the land, as their dependency and culture evolved over the ages, in a way that enabled them to live in complete harmony with the fragile environment. Their way of life came to an abrupt end when the European settlers brushed it all aside in favour of their own culture.

- 1836** Major Mitchell passed by to the east of the present town having crossed the Goulburn River at Mitchellstown. His party was on its way back from Portland to Sydney, where he reported on the excellence of the country for use by the pastoralists
- 1838** Joseph Hawden and Charles Bonney traversed the land several kilometres to the west of the future township site on the second day of their epic cattle droving trip from Mitchellstown to Adelaide
- 1839** Goulburn River Aboriginal Protectorate Station established at Mitchellstown
- 1840** Aboriginal Protectorate re-located to the future site of Murchison township, with William Le Souef in charge Noorilim pastoral licence granted to Frederick Manton, and Baillieston licence to E and W Postlethwaite
- 1841** First wheat and vegetable crops grow at the Protectorate.
Detachment of Aboriginal Police under the command of Mr Toogood sent to the Protectorate.
- 1843** W Le Souef suspended as Protector and his duties were taken over by E S Parker, with the various supervising Doctors from time to time taking care of the day-to-day operations
- 1845** Mark Phillips born. He was the first white birth recorded at Murchison
- 1853** The Protectorate officially closed, and the dilapidated buildings abandoned. Some Aboriginals remained in small groups around the town.
Ludovic Marie establishes a licensed punt crossing on the river
- 1854** Philip Chauncy appointed to survey the allotments for the "Village of Murchison". A number of allotments were put up for auction by Chauncy at Heathcote on the 29th of May
- 1855** Ludovic Marie opens the Punt Hotel and store in Stevenson Street, opposite the punt landing site.
First postal service in the town established.

- 1856** Murchison Hotel began operating on the site of the present Post Office
- 1859** First Presbyterian Church built of slab walls and shingle roof
- 1863** The Kilmore Examiner reported that the Seymour punt was sold to Mr Fryer of Murchison Mr T A Martin ex-Royal Navy with a crew of four undertook the four and a half day trip to Murchison. It was used to replace the aging Murchison punt
- 1865** Waranga and Goulburn Shires proclaimed, superseding the Roads Board
- 1870** Murchison township flooded by the highest recorded flood level.
Following the passing of the 1869 Land Settlement Act, many pastoral licenses were being cancelled, giving small farmers an opportunity to obtain title to land. Numerous farms were settled on all sides of the town
- 1871** First Murchison bridge opened on 27th Dec without any ceremony.
Mrs Fryer sold the punt to Mr Archer of Shepparton
The Bank of Victoria and the Commercial Bank of Victoria both opened
- 1872** Waranga St John Lodge formed in Murchison
- 1873** Mounted Police stationed at Murchison.
First local newspaper published, under the name of Goulburn Advertiser
- 1874** Reilly Bros flour mill established in Meteorite Street (formerly Mill St) Mechanics Institute opened on 12th August.
North Eastern Pastoral and Agricultural Society formed and held its first show in Murchison. Telegraph service to the town established.
- 1876** First Australian Rules football match played in the paddock (now the school playground) behind the Farmers (Phillip's) Hotel against Rushworth
- 1878** Presbyterian Church built, now the Uniting Church 1880.
Railway line completed to Murchison East
- 1881** Murchison and Dargalong Coursing Club formed Murchison Football Club formed
- 1883** Murchison Fire Brigade formed, with Mark Phillips as Captain
Dargalong Turf Club formed and a racecourse built at Dargalong Recreation Reserve (now Murchison Golf Course)
De-snagging of the river being carried out by the riverboats Melbourne and Waddle
- 1885** United Echuca Waranga Waterworks Trust pumping plant constructed on the bank of the river, 3kms south of Murchison New Church of England dedicated
- 1887** Construction of the Goulburn Weir commenced on 3rd April
Murchison Tennis Club began with one earth court next to the Mechanics
- 1888** Railway line from Murchison East to Rushworth opened
- 1890** Murchison is a thriving town with over eighty businesses established Construction of the Goulburn Weir completed and irrigation water is now flowing
- 1891** Murchison Waterworks Trust formed and established a steam engine driven pump to provide a reticulated supply to the town
- 1901** Memorial to Lieutenant James C Roberts (V M R), killed in action in the Boer War, unveiled in the middle of the intersection of Stevenson and Robinson Streets
- 1902** Murchison Bowling Club formed and a three-rink green established on the river bank opposite the shops
- 1905** Cable crossing erected over the river eight south of Murchison to transport cream and fresh produce to the main road and railway
- 1906** Director of Education opens the new Primary School at the corner of Impey Street and Rushworth Road
- 1907** Roman Catholic Church in Impey Street
- 1910** Murchison footballers win the G V L premiership
- 1914** Many young men of the district enlist in the A I F to participate in the defence of Britain in



- World War 1
Severe drought conditions experienced
- 1915** Boy Scout Troop formed with Rev. E Finnie as Scoutmaster
- 1916** Record flood with water flowing in the main street to a depth of up to a metre
- 1917** Progress Association re-formed and the Gardens Committee formed Volunteers commence work on beautifying the town
- 1919** Return Services League formed
- 1922** War Memorial in the gardens unveiled
- 1926** Electricity supplied to the central part of town by a generator operated by the Shire of Waranga Water Trust pumps were now driven by electric motors
Murchison Golf Club formed
- 1930** Post Office re-located to the corner of Robinson and Stevenson Streets
- 1931** Murchison Country Women's Association formed
- 1934** Murchison Bush Nursing Hospital opened.
Road now sealed all the way to Melbourne, allowing traffic to pass in all conditions
- 1937** Back to Murchison celebrations held at Easter in conjunction with the official opening of the new steel span bridge by the Governor of Victoria, Lord Huntingfield.
The Governor also presented the trophies at the last race meeting held at the Dargalong Racecourse
- 1938** Volunteer infantry unit formed in the town, which combined with the 20th Light Horse Troop, had a total of 90 members
- 1939** Many young local men enlist in the Second A I F to join the war effort in Europe
- 1940** Work commenced on setting up Prisoner of War Camp No 13 to accommodate prisoners from the European theatre of war State Electricity Commission power main brought from Tatura, via the P O W camps to Murchison township, making the Council generator redundant
- 1942** Old timber railway bridge across the river replaced with one of steel and concrete construction
- 1947** Infant Welfare Centre opened in the Mechanics Institute
- 1948** The R S L arranges for the main assembly hall at P O W Camp 13 to be re- located to the town to serve as a community hall State Rivers and Water Supply Commission takes over the Camp garrison buildings to accommodate construction workers
- 1951** Twelve inches of rain fell at Murchison in 48 hours (highest recorded in the State) causing serious local flooding
- 1956** Bulk wheat-handling facilities installed at Murchison East.
New enlarged Eildon Reservoir, and Cattanach Canal from the Goulburn Weir to Lake Waranga completed.
Highest annual rainfall recorded
- 1958** Bowling green at the corner of Watson and Robinson Streets opened
- 1961** The Ossario as a memorial for Italian war victims consecrated
- 1965** Shire of Waranga centenary celebrations attended by the Governor of Victoria Sir Rohan Delacombe
- 1966** New purpose built Post Office erected
- 1968** Caravan Park in River Road funded by Ratepayers opened
- 1969** Last sheep sale conducted by Dennys Lascelles in the Watson Street yards Murchison.
Meteorite fell 28th September
- 1970** Police Station and residence built
- 1971** Mechanics Institute buildings demolished.
Swimming pool opened by Peter Ross-Edwards M L A



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- 1974** Murchison Jaycees formed.
Livestock loading facilities at Murchison East railway station used for the last time
 - 1975** Senior Citizens formed
 - 1980** State Emergency Service formed
 - 1981** Murchison Ambulance Station opened New Murchison Football Club rooms built
 - 1982** D P Jones Nursing Home opened in January by Senator Chaney, Federal Minister for Health.
Murchison Community Centre in Watson Street opened
 - 1984** Murchison Lions Club formed
 - 1985** Medical Centre alongside the Bush Nursing Hospital opened.
Murchison receives State Premier Town Award.
Back-to-School celebrations for 125 years of education.
Murchison and District Historical Society Inc formed
 - 1987** Murchison East to Rushworth railway line closes.
Murchison Retirement Village units built by the Bush Nursing Hospital.
50th Anniversary Murchison Bridge
 - 1988** Murchison Sewerage scheme commissioned

 - 1990** Murchison commemorates 150 years of European settlement
 - 1991** Murchison Water Board taken over by Goulburn Valley Water
 - 1992** Murchison Jaycees held their last meeting and ceased all activities
 - 1994** Shire Council Amalgamations take place and Commissioners appointed for three-year term.
Murchison and Murchison East go into City of Greater Shepparton
 - 1995** Bush Nursing Hospital closes
 - 1996** D P Jones Nursing Home and Bush Nursing Hospital amalgamate
 - 1997** Construction of the Murchison Heritage Centre completed.
First election of Councillors in the new City of Greater Shepparton
 - 1998** Murchison awarded Keep Australia Beautiful Tidy Towns Award
 - 1999** Murchison bridge painted for the first time.
Murchison Action Group formed
 - 2000** Waranga St John Lodge wound up, and the building in Station Street sold Exotic tree growth along the town riverbank cleared
 - 2001** Heritage Centre officially opened by Sharman Stone M P.
River viewing platforms and gardens upgrade completed.
Murchison now in the Benalla State electorate
 - 2002** Nursing Home extensions and re-vamp officially opened 2003.
New Goulburn Valley Freeway by pass opened.
Town Super market and Bakery destroyed by fire
 - 2004** Commemoration of sesqui-centenary of the surveying and naming of Murchison Township
 - 2007** New Police Station Opened
 - 2010** Prolonged period of drought ends Minor flooding in Goulburn River
 - 2011** Official opening of the re-modelled medical Centre New Primary School building opened
 - 2014** Official opening of the Heritage Centre extension and the Murchison Rail Trail



Murchison

& DISTRICT COMMUNITY PLAN

