



Murrayville and District

COMMUNITY PLAN 2022-2027



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introduction

This is the second community plan for the Murrayville and District Community, covering the period of 2022-2027 outlining the community's long-term goals, aspirations and priorities.

vision and mission statement

Vision Statement

To work with a range of key community groups, Council and other partners, to support, facilitate and encourage the implementation of activities listed within the Community Plan. However, to achieve the maximum benefit of the actions listed the whole community needs to support the objectives of the Plan and actively participate.

Mission/Purpose Statement

To be a forum to raise ideas, harness all our resources and promote our district, to see our community not only survive, but to grow and prosper.

about murrayville

History

Murrayville is situated in the Mallee region, north-west Victoria, on the Mallee Highway, 21km from the South Australian border and 27km from Pinnaroo. Murrayville and district communities take in a section of approximately 60kms along the Mallee Highway stretching from Boinka to the East of Murrayville through to the border.

It is believed that the first white settlers that came through the Mallee area were Edward John Eyre and his group of six men who attempted to drive their stock overland from NSW to Adelaide in 1838, however they were unsuccessful due to the density of the bushland and scarcity of water for their horses, themselves and stock. Murrayville was named after John Murray, Victorian Premier from 1909-1912.

Settlement of the land occurred from 1908 onwards as land was opened up by the Crown and the railway line was laid between Ouyen and Murrayville. Bores were sunk to deliver much-needed water for domestic and crop use. As land was purchased and developed, a hotel, coffee palace, blacksmith & wheelwright and pioneer store were opened in 1911, a school and a Methodist church in 1912.

A private hospital was opened in 1920 and served the community

up until 1954 when the Murrayville Memorial Bush Nursing Hospital was built. Lutheran and Anglican churches were built in 1923 and 1929, with a Catholic church built in 1937. In 1944 Murrayville Consolidated school, the first of its type in Victoria, was opened. The Murrayville High School was opened in 1969.

Currently, Murrayville boasts the Murrayville Community College, a P-12 school, a Post Office and supermarket, a community hall, a corner shop and newsagent and several other small businesses. For recreation, there is a swimming pool, caravan park, lawn bowls club, numerous parks and playground equipment, a recreation reserve utilised for football, cricket, netball, basketball, golf and tennis.

Murrayville and district communities have a strong volunteer ethic as they have an Ambulance Service, Fire Brigade, State Emergency Service and their sporting, historic, dramatic society and other community organisations would not operate without the support of their volunteers.

Major industries for employment include grain, sheep and cattle farming, use of bore water to grow potatoes, onions and olives, allied health services, primary and secondary education, Local, State Government and trade.

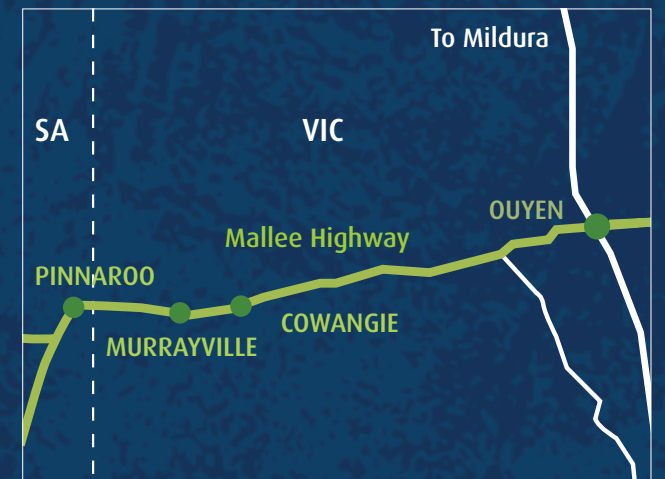


Image courtesy of Kerren Miles

climate

Murrayville sits approximately 71 metres above sea level. According to the Bureau of Meteorology, the mean annual rainfall (1910-2021) is approximately 324mm over a period of 82 days of >1mm, however this varies widely from year to year. During the drought year of 1974, only 114mm of rain was recorded. Rainfall is essential to the success of farming enterprise and other businesses in the Mallee district.

The community experiences mean maximum temperatures from 15 degrees in winter to 31 degrees in summer and mean minimum temperatures from 3 degrees in winter to 13 degrees in summer. Throughout the year humidity is generally low, although temperatures can soar well over 40°C in summer. Winter nights are cool and frosty, but usually fine up to warm, sunny days.ⁱ

population

In the 2016 (Census), Murrayville had a population of approximately 280, made up of 133 females and 151 males, of which, 76 families reside. The median age of residents was 51 years. People aged between 50 and 69 years made up 39% of the total population.ⁱⁱ

Over 45% of people participated and/or completed voluntary work through an organisation or a group, which is almost double the state average. Full-time and part-time employment accounted for almost 45% of the population.ⁱⁱⁱ

developing the murrayville and district community plan

This is the third Community Plan for the Murrayville and District community covering a period of 2007-2027. The Community Plan includes the Murrayville and surrounding districts, and has a focus on a number of actions, including maintaining existing

assets, making improvements and developing various initiatives in the future. The Community Plan includes Murrayville and the neighbouring townships of Boinka, Cowangie, Tutye, Carina, Panitya and Danyo.

mildura rural city council

In 2021, the Mildura Rural City Council's Community Futures Branch launched a Community Planning Team to assist with the development of a new and innovative plan that would develop existing projects, identify new projects that would enable the community to apply for potential funding opportunities.

The Community Plan has a grassroots approach to shaping the future of the community, outlining the long-term goals, aspirations and priorities over the next five years.

The COVID-19 pandemic created a number of consultation challenges

and in response Mildura Rural City Council supported the Murrayville and District Liaison Committee Inc. with a media strategy that incorporated various engagement methods. The residents of Murrayville and District Community participated by completing detailed online and hard copy surveys, phone interviews, video conferencing, email and social media. The residents were highly engaged in issues and demonstrated commitment to the community by completing detailed responses. The survey data was collated, thematically analysed and a draft plan developed for the community to provide feedback on.

about murrayville and district liaison committee incorporated

Over the years the Murrayville community has been represented by various groups advocating for the unique needs of the community. The Murrayville Local Government Liaison Committee Inc. became incorporated in 2002 and Murrayville Community Inc. subsequently formed in 2006 with a separate set of objectives.

The committees amalgamated in 2017 to create the Murrayville and District Liaison Committee Inc. with a shared set of priorities to support the ongoing needs of the community.

Membership is open to all members of the Murrayville and district community that

reside or own a property within the Mildura Rural City Council boundary. The committee has many stakeholders including Mildura Rural City Council, State and Federal Government to work towards achieving outcomes for the community.

murrayville caravan park ownership

The Mildura Rural City Council relinquished management of the Murrayville Caravan Park on the 19th of December 2017 and transferred the site to community, operating under a social enterprise model.

A social enterprise is an organisation:

- Established for a specific community-benefit purpose
- That trades to fulfill that purpose, over time deriving a significant portion of income from trade and

- That reinvests the majority of profits/surpluses into achievement of the community benefit purpose.



Image courtesy of Murrayville Community College



Image courtesy of Kerren Miles

our 10 key themes

1. Our Values
2. Our Vision
3. Community Wellbeing
4. Protecting Our Natural Environment
5. Building a Strong Local Economy
6. Connecting Our Region
7. Leadership and Governance
8. Protecting our Culture and history
9. Our Concerns
10. Project Action Plan

achievements to date

The Murrayville community have successfully achieved the following:

- Murrayville Caravan Park upgrades and transfer to community
- Township drainage, kerb and channel upgrade
- Lion Park Exercise equipment
- Murrayville Library
- Pioneer Park Shade Sails
- Murrayville Transfer Station, soil capping and recycling collection
- Murrayville CFA Station
- Murrayville Multipurpose Centre Kitchen Upgrade
- Murrayville Swimming Pool Fence
- Murrayville Basketball/Netball Court Lighting
- Murrayville Cemetery Toilet
- Temporary Fuel Supply
- GWM Water Pressure Pumps to increase rates
- Refurbishment of Pine Hill Walking Trail
- Defibrillators located at various sites within Murrayville and district communities

The Cowangie Community has successfully achieved the following:

- Unisex toilet constructed at the Cowangie Soldiers Memorial Hall
- Cowangie Fire Station
- New 'Larry Perkins' Township Entrance Sign

Events

- Australia Day
- Anzac Day
- Murrayville P-12 College School Christmas Concert
- Host biannual Underbool and District Swimming Sports
- Murrayville Christmas Eve Community Celebration in Pioneer Park
- Dramatic Society Performances

Community Groups

- Cemetery Trust
- Churches
- Country Fire Authority
- Murrayville and District Liaison Committee
- Murrayville Senior Citizens
- Murrayville Hall Committee
- Churches
- Murrayville Museum and Heritage Society
- Cowangie CWA
- Cowangie Soldiers Memorial Hall Committee
- Kow Plains
- Boinka School
- Landcare
- Cowangie Racecourse and Recreation Reserve

Sporting Groups

- Murrayville Sporting Hub
- Murrayville Bowls Club
- Murrayville Swimming Pool

Education and Learning

- Murrayville Community College
- Mallee Minors Child Care and Early Learning Centre
- Mildura Rural City Council Library

Health and Wellbeing

- Mallee Track Health and Community Service 'Bush Nurse Centre'
- Mallee Border Health Centre

Businesses and Accommodation

- Friendly Grocer Supermarket and Australia Post Office
- Murrayville Newsagency
- Murrayville Pharmacy
- Cob & Co Takeaway
- Stuff & Nonsense
- Jacobs Well Retreat and Conference Centre
- Murrayville Mallee Fowl Hotel Motel
- Murrayville Caravan Park
- A & J Super Services
- Kalms - Morzer Bruyns Seed Grading
- GrainCorp

Government

- Victoria Police
- Parks Victoria
- Ambulance Victoria

our priorities

1. Our Values

Murrayville is a connected, welcoming, inclusive, diverse and a family-friendly community.

As a community we value:

- A sense of community and belonging
- Peaceful, quiet and relaxing lifestyle
- Resilient, dynamic, inclusive and friendly people
- Diversity of people and interests
- The local historical aspects of the town
- Locally available goods and services
- Safety and security
- A range of dedicated volunteers
- Natural landscapes, bushland, parks and walking trails

2. Our Vision

The vision for Murrayville is a place where the community has:

- A clean and tidy town appearance
- Integrated, innovative and local health, wellbeing and community services
- Meaningful outreach services to meet the needs of the community
- Shop buildings are occupied and local business are supported
- Advocacy for Local, State and Federal funding grants to support local businesses and facilities

- Promotion of tourism opportunities, attract visitors and encourage local spend
- New industry
- Attract new families to the community
- High speed phone and internet connectivity
- Local employment and education opportunities
- New and existing volunteers
- Long-term sustainability

3. Community Wellbeing

Activities and initiatives that produce a safe and healthy community.

This includes a focus on:

- Well-maintained parks and gardens
- Clean and safe public amenities
- Access to high quality early, primary and secondary education
- Opportunities for all ages
- Access to recreational activities. i.e. Sporting Hub
- Swimming pool for training, lap swimming, water safety, school carnivals and competitions
- Well trained and supported emergency services
- Heritage preservation
- Promoting library services

4. Protecting Our Natural Environment

Conserving and promoting the natural beauty of our region.

This includes a focus on:

- Protecting and maintaining our bushland, parks, streetscapes and reserves
- Residential water supply
- Drainage management
- Environmental initiatives
- Energy efficiency through innovative practices
- Better recycling and rubbish collection for outlying district
- Waste facilities and services
- Animal and plant pest control

5. Building a Strong Local Economy

Supporting the development of a local economy.

This includes a focus on:

- Maintaining business viability and supporting new services
- Diverse economic infrastructure
- Creating, developing and capturing tourism opportunities
- Marketing and promotion
- Building partnerships with Mallee Track communities

- Advocacy for quality local services
- Employment, education and skill development opportunities
- Recruiting and mentoring new volunteers
- Attracting new residents

6. Connecting Our Region

Linking our towns and connecting our region.

This includes a focus on:

- Partnerships with neighbouring communities
- Locally funded projects
- Continued transport service for school students
- Adequate locally delivered and visiting outreach services
- Lobby for higher quality, better maintained, safer roads and footpaths
- Community car and bus
- Higher quality and fast speed communication networks
- Support and advocate for the rural rail network
- Establishment of unique Township Entrance Signage

7. Leadership and Governance

Ensuring strong leadership and meaningful governance for community.

This includes a focus on:

- Strong relationships with Government and other communities
- Support, access and priority grant funding
- Participation in Local Government decision-making
- Communication through Pinnaroo Border Times, noticeboards and social media
- Representation in community from Local, State and Federal Government

8. Protecting Our History

This includes a focus on:

- Preserving the history of the Murrayville Museum
- Preserving historic architecture



9. Our Concerns

The community identified a number of concerns and challenges.

Concerns that were highlighted:

- An aging and declining population
- Geographical isolation
- Limited access to essential food, fuel, medical, specialist, health and wellbeing services
- Limited access to public transport
- Limited employment and educational opportunities
- South Australian border closures
- Volunteer fatigue and burnout
- Lack of independent living accommodation for the elderly

- Lack of investment from Government and service coordination to meet local priority
- Limited career and educational opportunities
- Need to maintain high quality roads, laneways and footpaths
- Poor and unreliable phone and internet service
- Limited access to entertainment, sporting, non-sporting activities
- Fear of externally delivered services that will encourage money being spent outside the community
- Gap between rural community and urban policy (red tape)
- Safety perception due to insufficient street lighting in some areas

10. Project Action Plan

On the following pages is a list of the projects that the community identified as part of the planning process.

Project Description	Next steps	Partners
Infrastructure		
Murrayville Sporting Precinct	<ul style="list-style-type: none">• Consultation with stakeholders and key partners• Research project scope, objectives and budget• Explore funding opportunities	Murrayville Sporting Hub Committee Murrayville and District Liaison Committee
Modular Scooter and Bike track (Pump)	<ul style="list-style-type: none">• Consultation with stakeholders and key partners• Research project scope, objectives and budget• Explore funding opportunities	Murrayville Sporting Hub Committee Murrayville and District Liaison Committee
Murrayville Wetlands and Walking Trail	<ul style="list-style-type: none">• Consultation with stakeholders and key partners• Research project scope, objectives and budget• Explore funding opportunities	Murrayville Wetlands Committee Murrayville Recreation Reserve
Permanent Fuel Supply	<ul style="list-style-type: none">• Consultation with stakeholders and key partners• Research project scope, objectives and budget• Explore funding opportunities	Community Mildura Rural City Council
Murrayville Township Entrance Signage	<ul style="list-style-type: none">• Advocate to Council to investigate project scope, budget and implementation	Murrayville and District Liaison Committee Mildura Rural City Council
Lions Park Amenities Block Upgrade	<ul style="list-style-type: none">• Advocate to Council to investigate project scope, budget and implementation	Murrayville and District Liaison Committee Mildura Rural City Council

Image courtesy of Kerren Miles

Project Description	Next steps	Partners
Infrastructure		
Murrayville Public Swimming Pool Upgrade	<ul style="list-style-type: none"> • Consultation with stakeholders and key partners • Research project scope, objectives and budget • Explore funding opportunities 	Mildura Rural City Council Murrayville and District Liaison Committee
Bowls Club Walking Trail	<ul style="list-style-type: none"> • Explore funding opportunities 	Mildura Rural City Council
Industry and Economics		
Local business support	<ul style="list-style-type: none"> • Continue to advocate and support small local businesses 	Local businesses
Rail upgrades Murray Darling Rail Project	<ul style="list-style-type: none"> • Support improvements to passenger and freight rural rail network 	V/Line VicTrack
Emergency, safety and access		
Improve internet coverage in outlying areas and connection speed	<ul style="list-style-type: none"> • Form partnerships with neighboring communities and advocate for better connectivity and internet speed 	Murrayville and District Liaison Committee Mallee Track Communities Service providers
Street lighting improvements	<ul style="list-style-type: none"> • Explore need for additional and improved street lighting in parks, recreational areas and streets 	Murrayville and District Liaison Committee Mildura Rural City Council
Road safety improvements	<ul style="list-style-type: none"> • Bitumen sealing of arterial laneways to increase road safety, access for businesses and suppress dust • Better maintenance of unsealed roads 	Regional Roads Victoria Mildura Rural City Council Murrayville and District Liaison Committee

Project Description	Next steps	Partners
Emergency, safety and access		
Improve footpath safety	<ul style="list-style-type: none"> • Review and lobby for better maintained or new footpaths • Remove or repair derelict or dangerous structures, buildings and trees 	Murrayville and District Liaison Committee Community Mildura Rural City Council Businesses
Promotion		
Promote community assets, national parks and tourism opportunities that incorporates a collaborative online presence	<ul style="list-style-type: none"> • Form partnerships with other local communities to develop a Mallee Track Tourism Strategy or Plan • Develop a tourism strategy for Murrayville and District communities to highlight offerings 	Murrayville and District Liaison Committee Mallee Track Communities Mildura Regional Development
Town Entrance Signage Review	<ul style="list-style-type: none"> • Form partnerships with authorities • Review and conduct a township signage audit • Map out signage rationalisation and new signage options 	Murrayville and District Liaison Committee Mildura Rural City Council Regional Roads Victoria
Community events to enhance social connection i.e Australia Day, Anzac Day, Christmas Eve etc	<ul style="list-style-type: none"> • Ongoing consultation with community groups to ensure funding opportunities are available to community events 	Murrayville and District Liaison Committee Community

Source: Murrayville Community Plan Survey Data 2021



Murrayville Community College

other projects and initiatives

Below is a list of the other projects and initiatives that the community identified:

- Explore 3MBR Radio Station options
- Link business to tourism opportunities
- Improve and upskill community groups in applying for grants
- Investigate need for purpose built aged care facility and accommodation
- Explore Men's Shed opportunities
- Video conferencing facility to reduce isolation and increase connection.



Murrayville Sporting Hub



Murrayville Sporting Hub.

References

- i Bureau of Meteorology, Climate Data Online
- ii <https://www.victorianplaces.com.au/murrayville>
- iii Census Quickstats 2016', Census Data Code SSC21833 (POA), Australian Bureau of Statistics

acknowledgments

The Murrayville and District Community Plan was developed by the Murrayville and District Liaison Committee in collaboration with Cassey Gloster and Geoff Burr from Mildura Rural City Council's Community Futures Department.

The Murrayville and District Community Plan 2022-2027 was endorsed by Mildura Rural City Council on XXXX

Contact us
<http://kowplains.com/murrayville/>

For speech or hearing impaired:
National Relay Service TTY 13 36 77
Speak and Listen 1300 555 727

This community plan was developed by the community of Murrayville and District in collaboration with Mildura Rural City Council.

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Murrayville and District Liaison Committee Inc. and Mildura Rural City Council acknowledges the Traditional Custodians of the land, which now comprises the Mildura Rural City municipality. We pay our respects to Elders past and present and celebrate and respect their continuing cultures and acknowledge the memories of their ancestors



Mildura Rural City Council

