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MEDIA RELEASE

Work to Begin on Swan Reach Riverfront Masterplan after Funding Win

A State Government funding win will see Mid Murray Council invest \$125,000 into developing a masterplan for the Swan Reach riverfront precinct, activating and developing one of the region's top recreational destinations.

In February, Council was awarded a grant of \$62,500 from the Department of Planning, Transport and Infrastructure's (DPTI) Open Space and Places for People program for the Swan Reach Riverfront Master Plan and Len White Reserve Development Project.

With the remaining project costs allocated in Council's 2018/19 budget, Council staff are set to begin the first phase of the project - community consultation with stakeholders to develop concepts for the area.

Mid Murray Council Director of Infrastructure Greg Hill says the masterplan will guide future development of the popular riverfront site.

"The Swan Reach riverfront and Len White Reserve area has huge potential, given its proximity to the Murray River and the fact that it's a popular recreational site for both locals and tourists," he says.

"A masterplan will guide Council in how best to activate the area and also help identify future tourism opportunities."

Along with the installation of footpaths, lighting and park furniture, part of the concept plan includes improving access from the river precinct to the town centre.

"We have plenty of day-trippers coming into the area through houseboats and commercial boat operators such as the PS Marion and the Murray Princess and it's important to offer these tourists easy and safe access to facilities," Mr Hill says.

"Council will look at ways to integrate the Len White Reserve area into the riverfront precinct and developing infrastructure to link these areas with the town of Swan Reach."

The site has been identified as a key priority under Council's [Open Space, Recreation and Public Realm Plan](#), which encourages the activation, improvement and development of prominent public spaces and recreation facilities.

Council is investing significant funding into the Swan Reach area, with the proposed large vessel mooring facility, currently the subject of community consultation.

In late 2017, Council was awarded \$402,264 through the Federal Government's Building Better Regions Fund for this marine infrastructure project.

Mr Hill says developing the riverfront site had been on Council's radar for a number of years and staff were excited about moving into the next phase of the masterplan – engaging with the community.

"As one of the region's most popular recreational destinations, the development of the Len White Reserve area is a priority for Mid Murray Council," he says.

“Council values the input of the local community, the Swan Reach Progress Association and everyone’s thoughts and ideas will be considered as part of the design process.

“A masterplan will help guide the development of the Swan Reach Riverfront precinct for now and into the future.”

Works are expected to commence in late 2018.

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