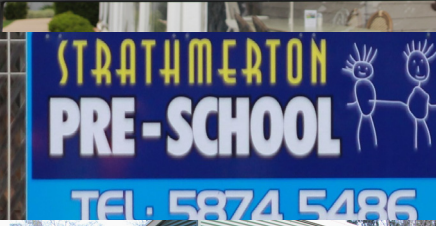




**Strathmerton**

**Community Plan**

**2017-2022**





## ACKNOWLEDGEMENTS

The Strathmerton Community Plan Steering Committee would like to express our sincere appreciation to the residents of Strathmerton who have contributed to the development of the Strathmerton Community Plan, through completing a survey or attending the community forum associated with the Community Plan.

Moira Shire Council would like to gratefully acknowledge the Strathmerton Community Plan Steering Committee for the time, energy and knowledge they have contributed to the development of the Strathmerton Community Plan and their ongoing commitment to the implementation of the Plan. Council also thanks all Strathmerton residents for your contribution to the Plan development.

## COMMITTEE MEMBERS

Greg Brooks  
Allison Easden  
Casey Graham  
John Hall  
Michelle Hibberson  
Julie Madgwick  
Ron Munro  
Bernard Murray  
Kerry Murray  
Leon Payne  
Garry Powles  
Phillip Ross-Soden  
Carolyn Ryan

## INTRODUCTION

From November 2016 to January 2017 every member of our community was invited to have their say on:

1. What they love about Strathmerton?
2. What is their hope for Strathmerton's future?
3. If they could choose one thing to happen in Strathmerton what would they like it to be?

From this the Strathmerton Community Plan was created.



**Contacts for more information**

**Committee member: Bernard Murray**

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## PURPOSE OF THIS PLAN

Community Planning is about our Strathmerton community coming together to shape the future of our town.

Community Planning gives our community greater ownership of the plans that affect our area and empowers us to play an active role in what happens in Strathmerton.

We believe that local people are always the best source of knowledge and wisdom about our surroundings. Our community's participation and local knowledge plays a significant role in decision making, implementing actions and ultimately achieving a great future for Strathmerton.

## THIS COMMUNITY PLAN AIMS:

- To ensure our residents have a shared vision, and understanding of Strathmerton's priorities.
- To develop priorities that are focused on sustainable outcomes that are implementable.
- To reflect a community planning process based on the values of democracy, trust, equity, social justice, openness, mutual respect, collaboration and inclusion.
- To recognise that community members have the desire and knowledge to contribute to decision making in their community.
- To recognise that communities want to be worked with rather than worked on by all sectors in which they engage.

We will achieve the priority actions through continued community support and strong partnerships with all stakeholders to make implementation of the plan a success.

We are committed to work co-operatively and take a whole of community view on how we approach the projects from this plan.





# HISTORY AND BACKGROUND OF STRATHMERTON

Strathmerton is located on the Murray Valley Highway and Goulburn Valley Highway, in the Moira Shire local government area about 11 kilometres west of Cobram.

Strathmerton was initially named Ulupna by Pastor Benjamin Boyd. Boyd later took the Gaelic word for wide river valley, Strath, added Merton from the title of his family home in Scotland and the township of Strathmerton was born.

The Strathmerton Post Office opened on 1st September 1879.

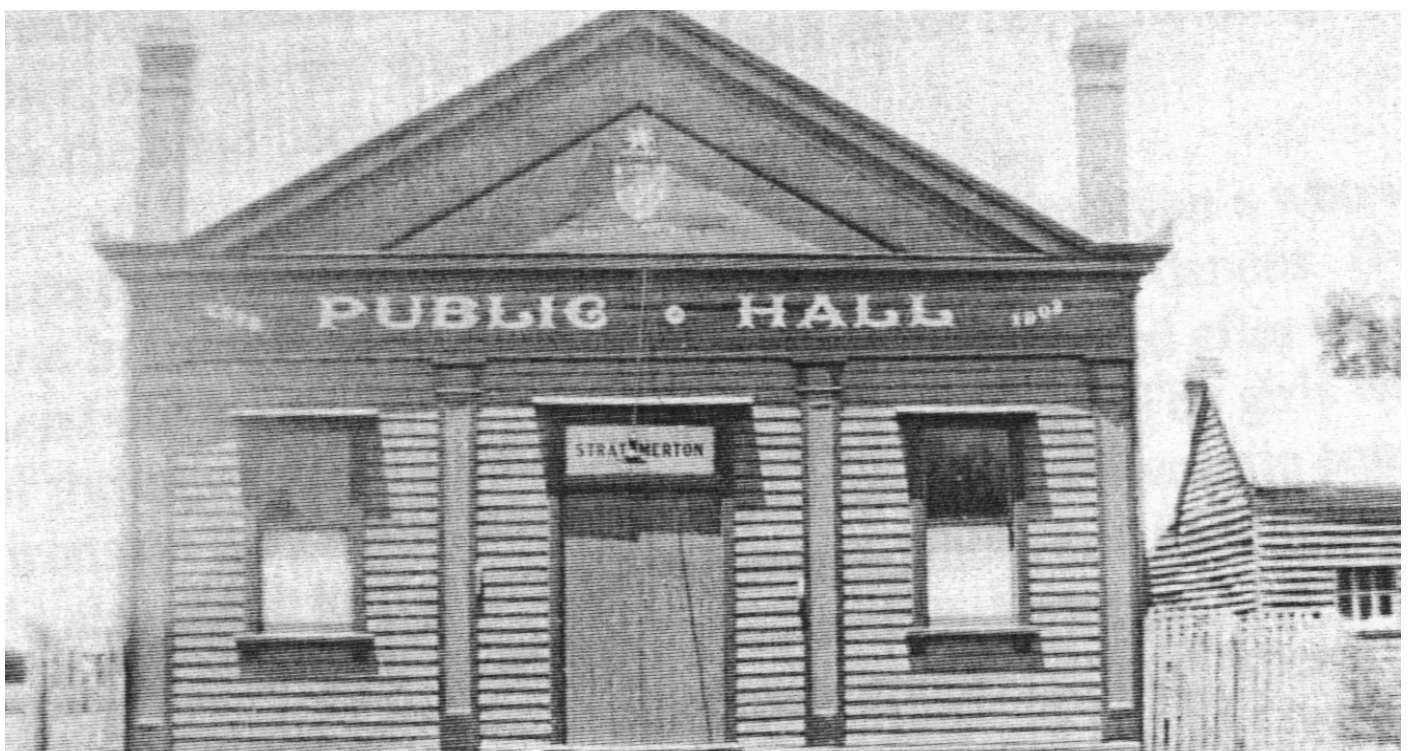
The local railway station was opened on the railway to Cobram in 1888, with the line to Tocumwal opened in 1905. The last regular passenger service was in 1993.

Before road changes, Strathmerton was known as the intersection of the Goulburn Valley Highway and the Murray Valley Highway and was the furthestmost town directly north of Melbourne still in Victoria.

The Kraft factory first began operating in Strathmerton in November 1950. In December 2008 the Kraft factory was acquired by Bega Cheese.

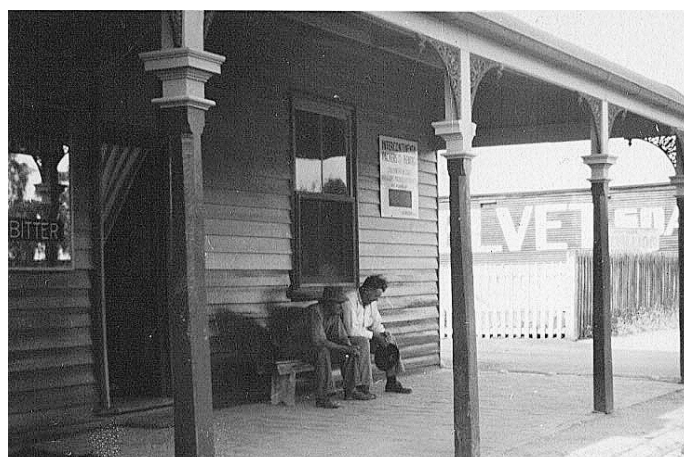
The surrounding rural area consists of mainly irrigated dairy and fruit farms. There are several beaches and camping spots just to the north of Strathmerton along the Murray River in and adjacent to the Barmah State Forest.

The Strathmerton Primary School was officially opened in August 1886. As of 2017, the SPS celebrated 50 years of educating Strathmerton and surrounds students.





# HISTORY AND BACKGROUND OF STRATHMERTON





## WHO WE ARE

**Households** – 10,749  
**Total Male** – 13,985  
**Total Female** – 14,139  
**Volunteers** – 5,495

### Moira Shire

Population  
28,124

### Strathmerton

Population  
941

490  
Male

451  
Female

172  
volunteers



341 Households  
114 Couples with children  
104 Couples without children  
90 Lone person household  
30 One parent families

## OUR VISION

**Strathmerton is a safe,  
well-connected community  
working together to strengthen  
and build on our greatest  
community assets and values.**

### Employment

Work full time - 285  
Work part time - 116  
Away from work - 32  
Unemployed - 15

### Top 5 Occupations

Managers – 120  
Labourers – 104  
Technician & trade workers - 42  
Machinery operators & drivers – 40  
Clerical & administrative workers – 32

### Top 3 Industries

Dairy product  
manufacturing – 71  
Dairy cattle farming – 66  
Sheep, beef cattle and grain  
farming - 14





# COMMUNITY

We love Strathmerton because our community is friendly, caring, and a close knit town that comes together when needed.

It has a number of sporting clubs, great education facilities and places to visit and relax.

## What we have :

Field and Game Club  
Strathmerton Bowling Club  
Strathmerton Football Club  
Strathmerton Cricket Club  
Strathmerton Golf Club  
Strathmerton Pistol Club  
Strathmerton Indoor Bowls Club  
Strathmerton Ladies Golf Club  
Strathmerton Lions Club  
Strathmerton Netball Club  
Strathmerton RSL  
Strathmerton Tennis Club  
Strathmerton Badminton Club  
Catholic Church  
Church of England  
Strathmerton CFA  
Maternal & Child Health Centre  
Post Office  
Preschool & Kindergarten  
Primary School  
Recreation Reserve  
Strathmerton Public Hall  
Skate park





## **Key Goals**

1. We are a happy, safe and welcoming community, proud of our small town feel
2. We are a united and connected community with great opportunities and places to gather, participate, learn and play

## **Measures of Success**

- Connected town through shared information
- Redeveloped recreation reserve / sporting precinct
- A network of walking and riding trails that can be used and enjoyed by locals and visitors
- Increased number of activities/events in Strathmerton
- Updated facilities meeting the needs of the community





# ECONOMY

We love Strathmerton because of the existing businesses – Cactus Country, Strathmerton Hot Bread, Café 3641& The Pub.

It is a growing town with affordable good sized blocks, a lot of industry, employment opportunities and options for coffee.



## What we have

BWR Machinery  
Bega Cheese  
Booths Transport  
Cactus Country  
Café @ 3641  
Caltex Strathmerton  
Freckles Hair Design  
Gazebo Motor Inn  
Home Brew Supplies  
McColls Logistics Company  
Murray Free Range  
Murray River Hide Away  
Murray River Horse Trails  
Murray Valley Motor Homes  
Padman Stops Pty  
Red Gum Retreat  
Refrigerated Bunk Coolers  
Strathmerton Café  
Strathmerton Drilling Pty Ltd  
Strathmerton Hot Bread Shop  
Strathmerton Truck Stop  
The Railway Hotel  
Ulupna Wines  
Strathmerton Engineering Pty. Ltd.





# ECONOMY

## **Key Goals**

1. Strathmerton has a progressive and diverse business district
2. We are a destination that people plan to visit
3. We take advantage of our strategic location (dairy, food-bowl, bypass, logistics, river)

## **Measures of Success**

- New shops have opened and shop fronts are full
- Regained shops such as general store, butchers shop, newsagency, bank
- Maintain existing services
- New businesses and job opportunities
- Increased tourists and tourism activities/facilities
- Positive presence on the internet
- Attract complementary businesses supporting the strategic location

# INFRASTRUCTURE & ENVIRONMENT

We love Strathmerton because of its central geographical location in the region. It is spacious, it has two highways. Its facilities and the opportunities provided make it a great place to live.

We love Strathmerton because it is a quiet and clean town. We also love it because it is close to the river, it has free camping and it has beautiful wildlife (koalas).

## **What we have**

Roads  
Parks  
Public toilets  
Dump point  
Transfer Station  
Murray River / Ulupna Island

## **Key Goals**

1. Strathmerton is a steadily growing affordable place for people to live, to build their homes and raise their families
2. Strathmerton is a safe, well planned and attractive town

## **Measures of Success**

- Population has grown
- More houses built
- Shop fronts revitalised
- Streetscape works completed
- Clean town
- Safe town
- Connected town
- Updated facilities meeting the needs of the community
- Improved services





# COMMUNITY PLANNING PROCESS

Community Planning involves a number of stages. The end goal is to come up with a Community Plan that captures the shared vision of our community, with actions that

are realistic, sustainable and can be implemented over a period of time. Below is a summary of the steps and the process involved in the development of this plan.

Community Forum

Community Steering Committee

Community Ideas

Action Plan Priorities

Community Consultation of Draft Plan

Plan presented to Council by Steering Committee

Plan Launch

Action Priorities

Celebrate Achievements

Review Process



# OUR REVIEW PROCESS

The Strathmerton community plan will be regularly reviewed to ensure it reflects any changes, achievements and new priorities as they occur. Appropriate amendments and updates to the community plan will be made to ensure that it remains current and reflects any significant changes in the community.

## 6 Months

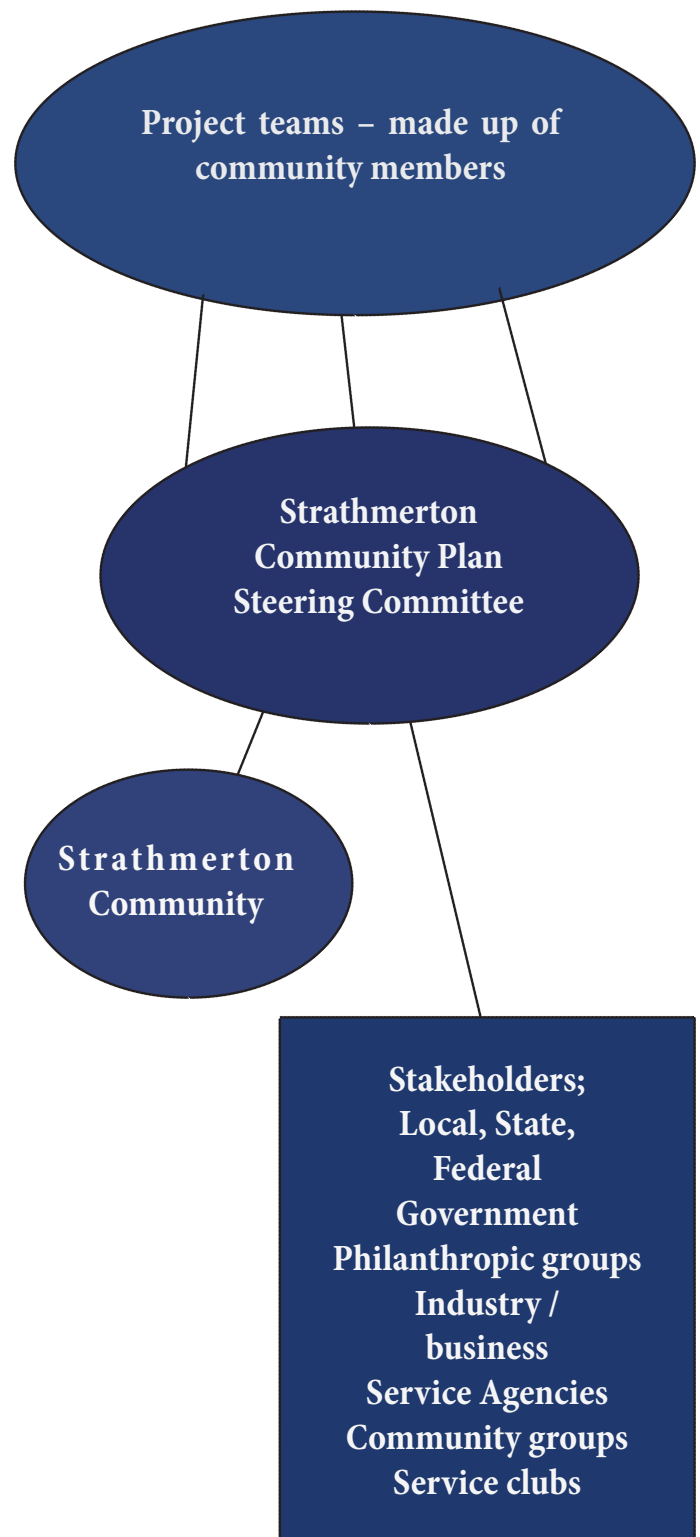
- Monitor progress of projects
- Support and assist implementation of projects

## 12 Months

- Evaluation/review of Action Plan priorities and projects through community consultation
- Reporting on completed projects
- Upgrade existing projects as priorities
- Include newly identified projects or changing priorities

## 5 Years

- Complete review of Community Plan including Action Plan through community consultation
- Revise/update Community Plan – demographics, strategic links, community vision and priorities



### References

- Australian Bureau of Statistics - Census data
- Small Community Big Hearts – A History of Strathmerton by Judith Cromie
- Moira Shire Council - Recreation Strategy
- Moira Shire Council – Municipal Strategic Statement
- Moira Shire Council – Council Plan

### Design Credits

- Shelly Shannon, Ron and Jude Cromie – Photographic contribution
- Thais Sabino – Graphic Design