


# UPPER MURRAY

GREAT RIVER ROAD



This document is one of a series that provides ideas and concepts for implementing the UM2030 community vision.

It is intended as a roadmap to guide community activity and encourage collaboration between the proposed Upper Murray community board, governments, the private sector, service providers and authorities.

The concepts and ideas were developed in response to community priorities as outlined in the UM2030 Masterplan. Most will require further refinement and testing to their feasibility and viability.

## UM2030

The Upper Murray 2030 Vision Plan is a community planning project which set the scene for the future of the Upper Murray Region.

The directions of UM2030 have been firmly driven by the community. This documents supports the UM2030 objectives:

*Access to environmental and landscape assets supports their enjoyment and protection*

*The Upper Murray is well connected, both digitally and physically, supporting the prosperity and wellbeing of the region*

*Tourists are welcomed to the Upper Murray; tourist amenities are well signposted, well maintained and provide benefit for the local community*

## GREAT RIVER ROAD

The purpose of this document is to describe the upgrades required in order to promote the existing Murray River Road as the 'Great River Road' touring route.

## WHAT ARE WE TRYING TO ACHIEVE?

The Great River Road was highlighted as a key opportunity by the Upper Murray community during consultation. Upgrading and promoting this route has the potential to:

- Create an iconic drive to rival the Great Ocean Road
- Add to the existing tourism product
- Provide knock on economic benefits for the wider Upper Murray
- **Allow people to witness and explore the unique and breathtaking scenery that defines the Upper Murray region between Bellbridge and Khancoban.**

# THE GREAT RIVER ROAD

The Upper Murray portion of the Murray River Road commences at Bellbridge in the west and stretches from Albury to Khancoban, following the curves and bends of the Murray River. The most spectacular experiences are found along the stretch between Burrowye and Tintaldra and the area near Lake Hume. Many windings parts of the road unfold to reveal views unique to this section of the Murray River. The road offers the best touring experience of the Murray River with views unique to the Upper Murray mountains and valleys, and the spectacular snowy mountains as the backdrop. The road links a number of smaller villages such as Walwa, Jingellic, and Tintaldra which make for pleasant stopovers.

The re-naming of the Murray River Road to the Great River Road would highlight the spectacular nature of the views and experiences available along this touring route. Potential exists to gradually expand the route by upgrading signage and amenities.

## AN ENHANCED EXPERIENCE

The Great River Road project would enhance the experience of driving this route. The road connects the Upper Murray region to its surrounds, however this portion of the road is particularly spectacular

and offers a unique viewing experience to see the landscape features that define the region. It could be implemented cost effectively by introducing:

- Branded signage
- Facilities including lookouts, BBQs, boat ramps, camping spots
- Gateway features

## A WIDE BENEFIT

Locating 'Great River Road' directional signage along the Hume Highway would bring attention to this alternative route and lead visitors into the Upper Murray Region via Holbrook and Jingellic.

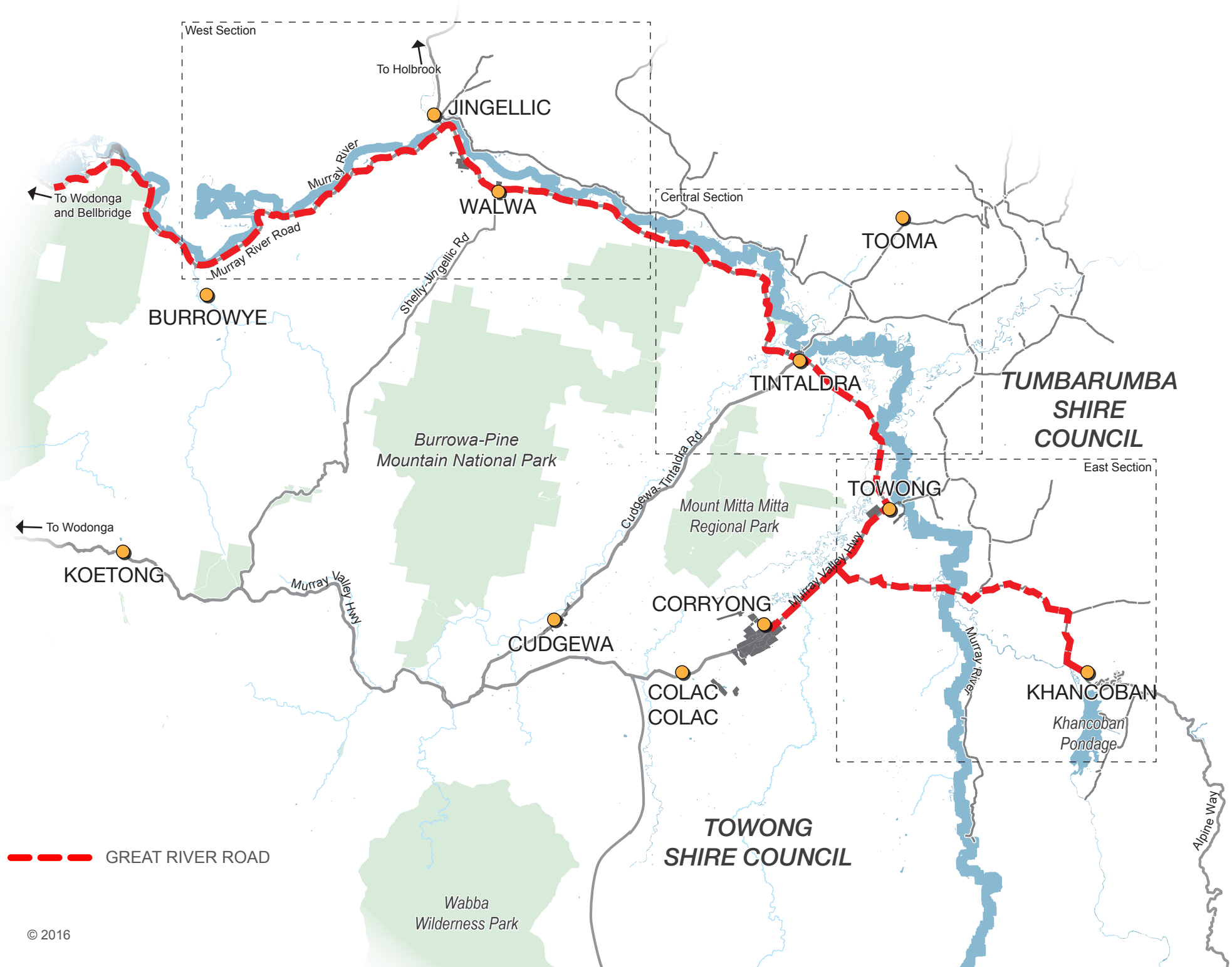
The road passes through a number of towns which could benefit from additional visitation. Tintaldra is one key gateway to this touring experience and could be improved through gateway treatments along the Murray River Road / Main Street and Main Road intersection.

The road would also highlight access to the plethora of natural attractions within the Upper Murray, including the Burrowa-Pine Mountain National Park and recreational activities along the river itself.

The Great River Road will provide a unique touring

experience which will leverage links to the major regional centre of Albury/Wodonga and assist in drawing travellers from the Hume Highway to the region. The route will deliver a number of economic benefits, including: increased visitation, disperse visitors and visitor expenditure through the region, increase the length of stay of visitors in the region, and stimulate investment opportunities for other tourism facilities to leverage from the touring route (e.g. farm gate sales).





--- GREAT RIVER ROAD

# EXISTING SITUATION

The plan on the following page describes potential upgrades along the route of the Great River Road.

Currently there are limited facilities at stopping points along the route, with existing facilities in need of replacement. Some facilities such as Farrans Lookout have recently been upgraded and others are being progressively upgraded by the relevant authorities.

There is no signage directing tourists towards the Upper Murray Region from the Hume Highway. Signage along the road itself is infrequent and inconsistent in message.

There are a number of existing camping sites available, including at Walwa, Tintalra, Upper Murray Reserve, Neils Bend, Clarke Lagoon, Jingellic Bend, Gadds Bend and Burrowye Bend. These campsites offer a spectacular setting adjacent to the Murray River but have potential for improvement.

Careful consideration will need to be given to the capital and maintenance costs associated with any facilities. Design and location details will also need to take into account flood levels and bushfire risks.

*Commission sculptures for lookouts or rest areas. Provide written information on the aboriginal settlement in the area. Place some directional signs to point out major landmarks, like mountains.*

COMMUNITY MEMBER



## EXISTING ROADSIDE STOPS



Existing seating and BBQ facilities along the route are in need of replacement. Engagement with VicRoads and other stakeholders / management authorities is needed to progressively upgrade these facilities.

## EXISTING SIGNAGE



Clarks Reserve and Neils Bend are difficult to locate with poor directional signage. Parks Victoria are currently undertaking works to progressively upgrade these reserves.

## EXISTING CAMPING GROUNDS



Gadds Bend, near Jingellic and Clarke Lagoon Wildlife Reserve, near Tindaldra. Spectacular settings with limited facilities.

# PROPOSED UPGRADES

## DRAWING KEY

- █** Great River Road
- Secondary Roads
- ⋯** Bike Trail

### Furniture

- PS** Picnic setting, proposed
- S** Shelter, proposed

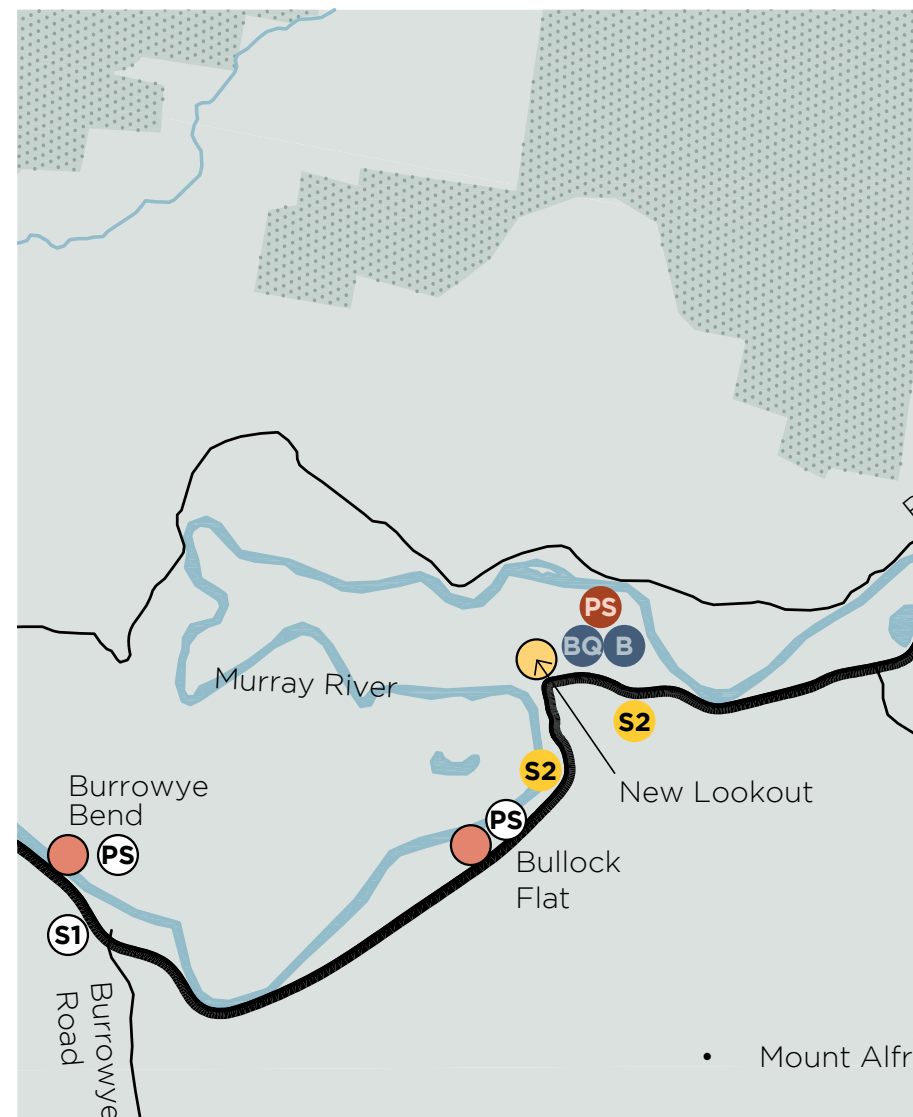
### Amenities

- B** Bin, proposed
- BQ** BBQ, proposed
- S1** Signage - identifying, proposed
- S2** Signage - warning, proposed
- B** Boat ramp, proposed
- B** Boat ramp, existing
- B1** Boat ramp informal, existing
- S1** Signage, - identifying, existing
- S2** Signage - warning, existing
- PS** Picnic - existing
- WC** Toilet - existing

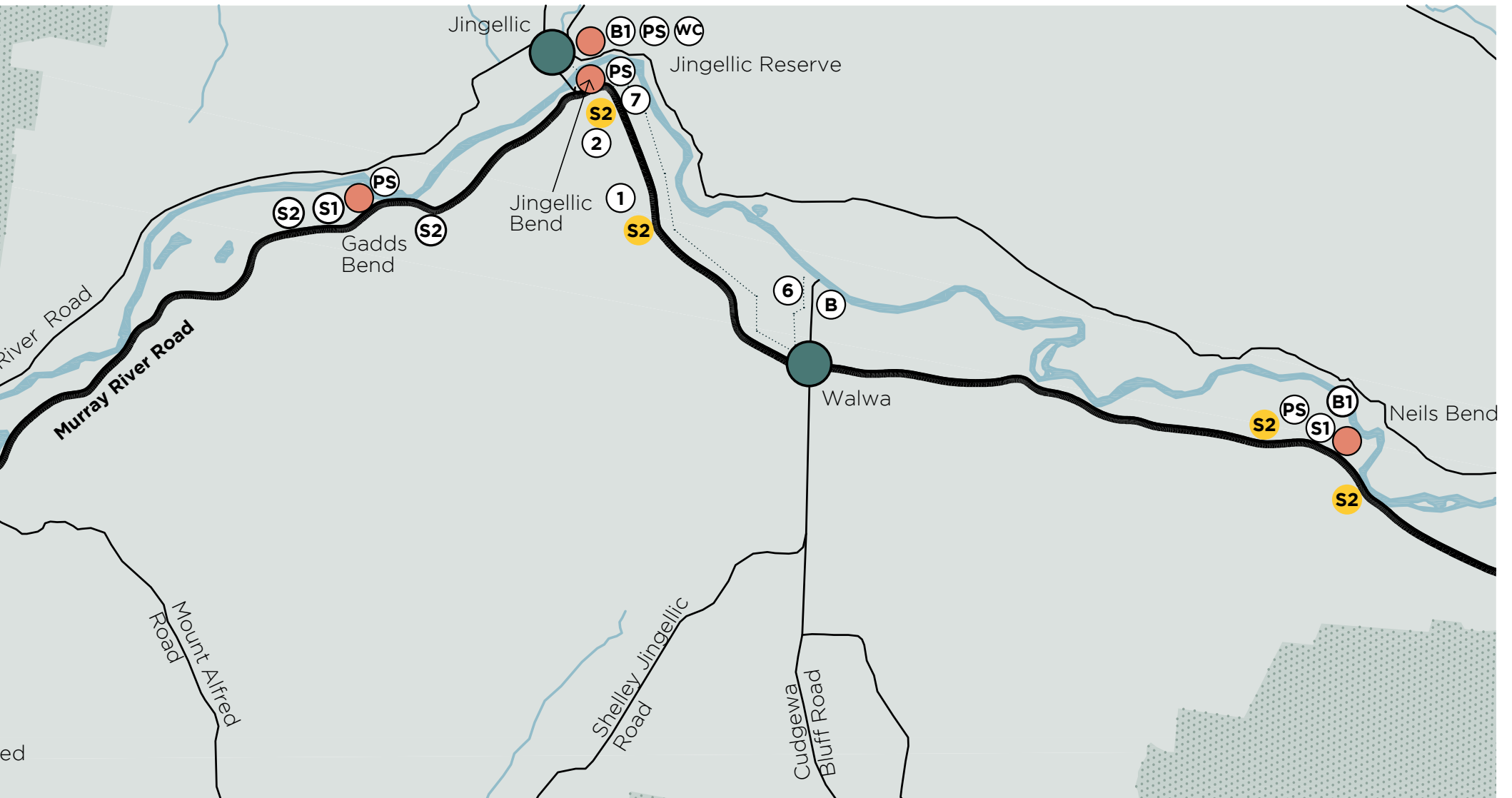
## Points of Interest

- ① Winery
- ② Upper Murray Resort
- ③ Khancoban Pondage
- ④ Head of the Murray River Installation
- ⑤ Tintaldra Installation
- ⑥ Caravan Park
- ⑦ Walwa Golf Course

Distances		Km's
Jingellic	Walwa	5.2
Walwa	Tintaldra	23.3
Tintaldra	Towong	11.0
Towong	Khancoban	26.2







# PROPOSED UPGRADES

## DRAWING KEY

**Great River Road**  
**Secondary Roads**

### Furniture

- PS** Picnic setting, proposed
- S** Shelter, proposed

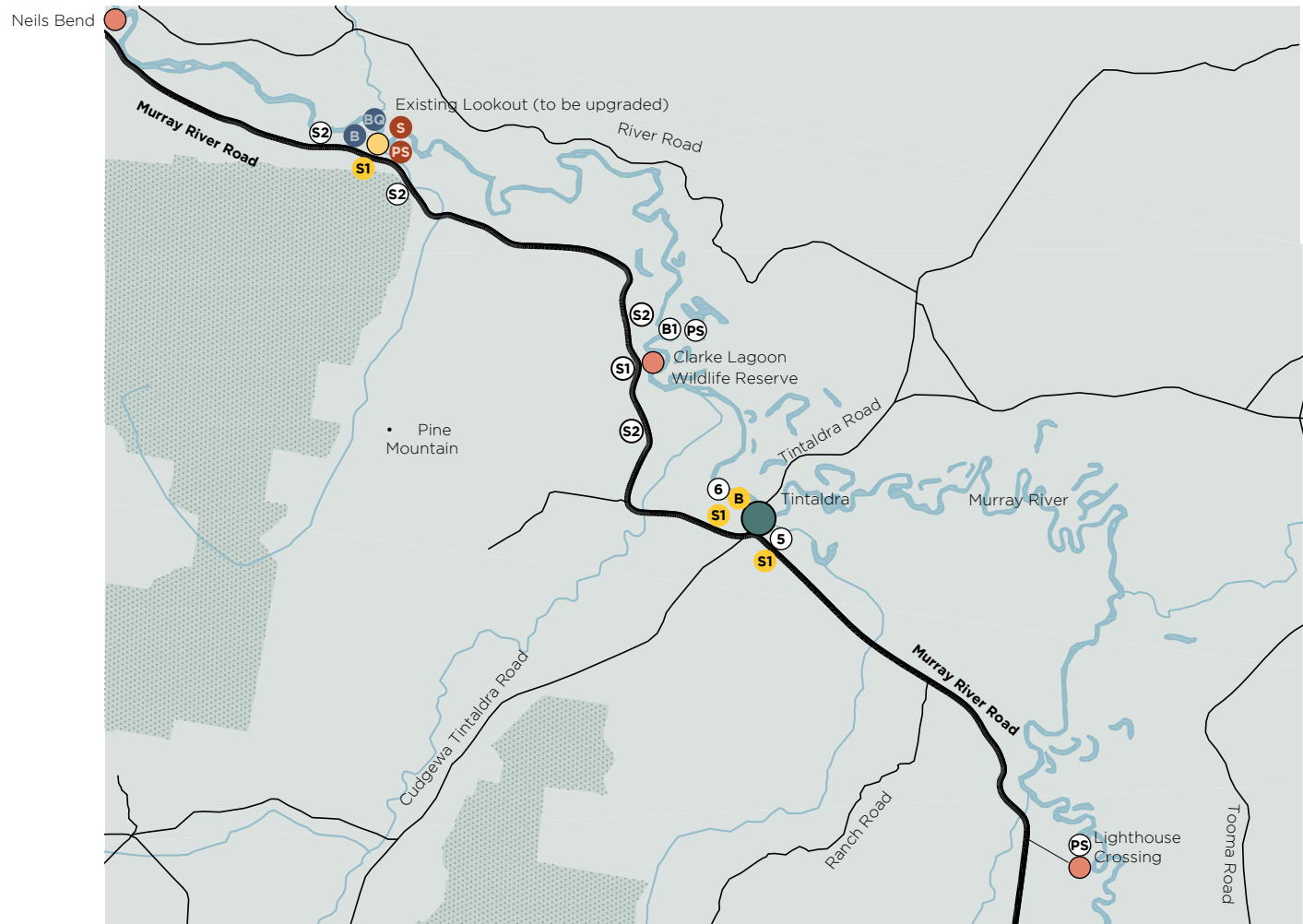
### Amenities

- B** Bin, proposed
- BC** BBQ, proposed
- S1** Signage - identifying, proposed
- S2** Signage - warning, proposed
- B** Boat ramp, proposed

- B** Boat ramp, existing
- B1** Boat ramp informal, existing
- S1** Signage - identifying, existing
- S2** Signage - warning, existing
- PS** Picnic - existing
- WC** Toilet - existing

### Stops

- Town**
- Camping**
- Lookout**



### Points of Interest

- 1** Winery
- 2** Upper Murray Resort
- 3** Khancoban Pondage
- 4** Head of the Murray River Installation
- 5** Tintaldra Installation

Distances		Km's
Jingellic	Walwa	5.2
Walwa	Tintaldra	23.3
Tintaldra	Towong	11.0
Towong	Khancoban	26.2

**DRAWING KEY**

- Great River Road
- Secondary Roads
- Side Route

**Furniture**

- PS** Picnic setting, proposed
- S** Shelter, proposed

**Amenities**

- B** Bin, proposed
- BBQ** BBQ, proposed
- S1** Signage - identifying, proposed
- S2** Signage - warning, proposed
- B** Bin, existing

- (B)** Boat ramp, existing
- (B1)** Boat ramp informal, existing
- (S1)** Signage - identifying, existing
- (S2)** Signage - warning, existing
- (PS)** Picnic - existing
- (WC)** Toilet - existing

**Stops**

- Town
- Camping
- Lookout



**Points of Interest**

- (1)** Winery
- (2)** Upper Murray Resort
- (3)** Khancoban Pondage
- (4)** Head of the Murray River Installation
- (5)** Tintaldra Installation
- (6)** Caravan Park
- (7)** Towong Turf Club

Distances		Km's
Jingellic	Walwa	5.2
Walwa	Tintaldra	23.3
Tintaldra	Towong	11.0
Towong	Khancoban	26.2

# PROPOSED FURNITURE

## PROPOSED LOOKOUTS



Lookout example  
Farrans Lookout



Lookout example  
Farrans Lookout

Lookouts along the Great River Road should reflect the design of the existing Farrans lookout

## PROPOSED PICNIC SETTING



PS

Picnic setting



S

Shelter

Picnic settings and shelters along the great Great River Road should reflect the design of the existing Farrans lookout

## PROPOSED AMENITIES



**BQ**  
Boat ramp



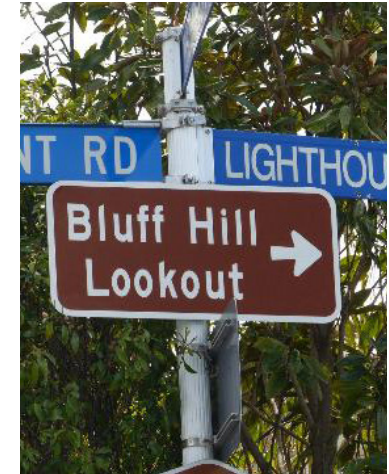
**B**  
Bin



**S1**  
Signage - identifying camping  
(Parks Victoria)



**S1**  
Signage - identifying lookout



**S2**  
Signage - locational / warning



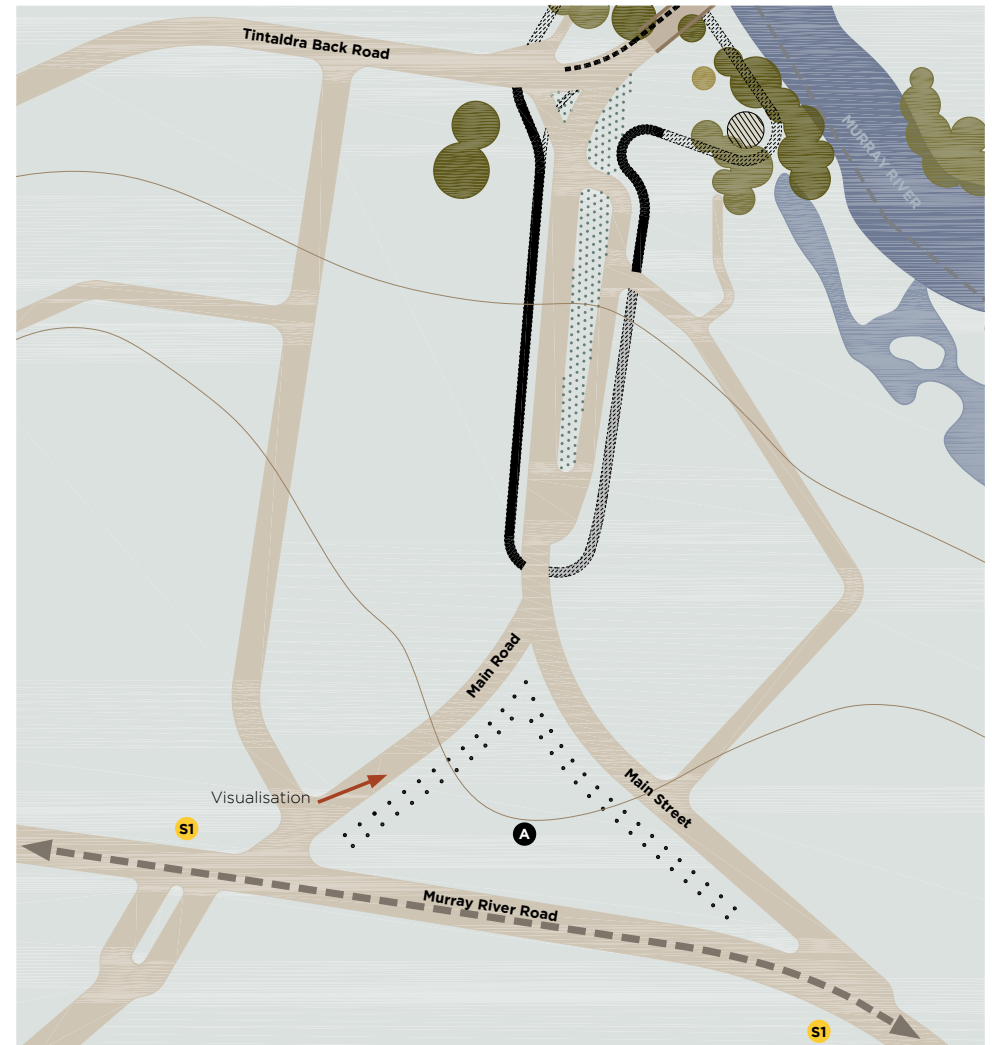
**B**  
BBQ - electric

# PROPOSED GATEWAYS

To mark the beginning of the historic Great River Road route we propose a gateway project. The gateway is a land art project, comprising of 108 timber or concrete poles installed on the triangular site at the corner of Murry River Road and Main Road, Tintaldra.

The poles all reach an identical height to reinforce the ground plane at the base and the horizon at the top. Poles were selected as they close reference the immediate context of; bridge timbers, fencing posts and electrical poles.

A second gateway is proposed to mark the headwaters of the Murray River at Bringenbrong Reserve. Interpretive signage in line with the designs used for Farrans Lookout (see p. 12), identifying lookout furniture and a specially commissioned artwork are proposed. Elements in Bringenbrong Reserve will need to be robust to withstand other environmental factors that affect the site, such as flooding.



TINTALDRA LOCATION PLAN

## LEGEND

— — — — — Great River Road

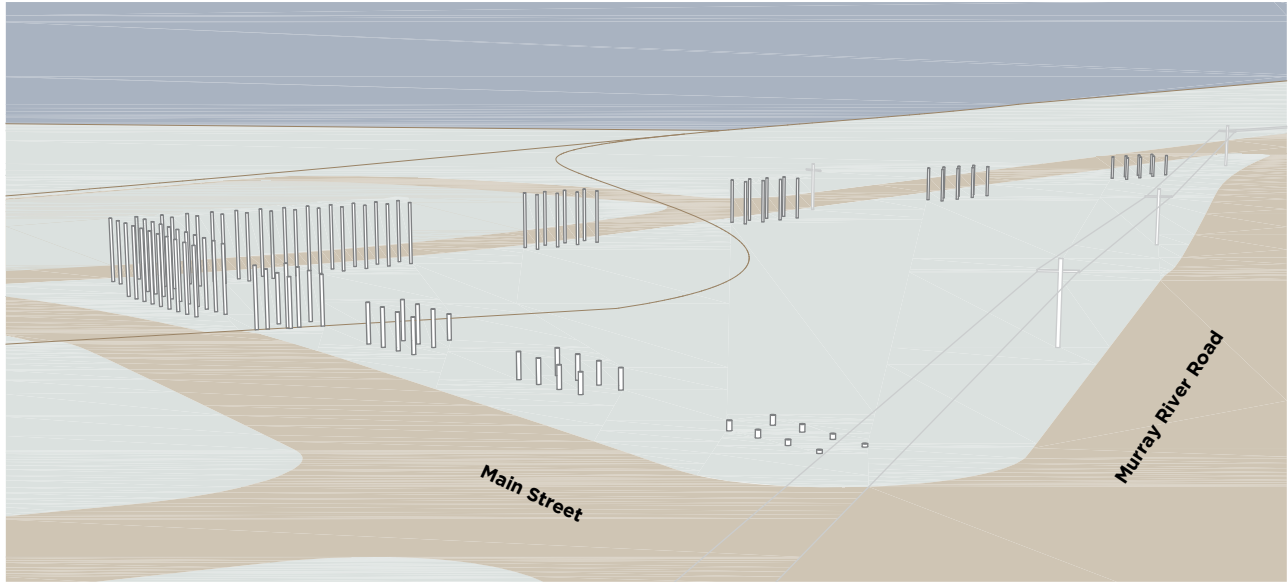
**A**

The gateway project is a land art project, comprising of 108 timber or concrete poles installed on the triangular site at the corner of Murry River Road and Main Road, Tintaldra. The poles all reach an identical height to reinforce the ground plane at the base and the horizon at the top. Poles were selected as they close reference the immediate context of; bridge timbers, fencing posts and electrical poles. Concept only. Design would require further refinement in consultation with VicRoads and in response to any further intersection upgrades.

**S1**



VicRoads tourist and service signage



AERIAL SITE PLAN



VISUALISATION

# COSTING

## GREAT RIVER ROAD COSTING

This Design Package and Costing represents a feasibility scope of works only. It has investigated the project at a high design level, identifying general quantities and locations of both materials and product. To make this project a reality it must first go through concept design and design development stages that respond to a detailed client brief. When the design is finalised the project can be documented to take through a competitive tender process, construction and client handover.

A collaborative approach would deliver an exemplar project that draws tourists from far and wide. Team members to achieve this include:

- Project manager
- Consultant team
- Stakeholders

It is envisaged that Towong Shire staff would project manage the project. Their role would include:

- Writing a RFT (request for tender) to appoint a consultant team
- Determining the project program
- Managing the design, documentation and construction stages of the project
- Liaising with stakeholders.

To complete concept design, design development, contract documentation and contract administration stages of the project a consultant team would need to be appointed. The consultant team could comprise:

- Landscape architect
- Civil engineer
- Land surveyor
- Services Engineer
- Quantity Surveyor.

Stakeholders to be involved in the briefing document and approval process could include but are not limited to:

- Towong Shire Council
- Tumbarumba Shire Council
- Parks Victoria
- VicRoads
- Upper Murray Tourist Association.

Costs have been derived from:

- Great River Road Business Case by Towong Shire (dated March 2016)
- Great River Road NSRF Costings Review by AK Project Solutions (dated 14 March 2016).

ITEMS	\$
Artwork	\$290,000
Shelters	\$350,000
Landscaping	\$130,000
Signage	\$100,000
Marketing / Branding	\$50,000
Specialists	\$40,000
Project Manager	\$30,000
Total	\$990,000



# FUNDING SOURCES

## NATIONAL STRONGER REGIONS FUND, REGIONAL DEVELOPMENT AUSTRALIA

This program replaced the Regional Development Australia Fund (RDAF) and seeks to fund investment ready projects which support economic growth and sustainability of regions across Australia, particularly disadvantaged regions, by supporting investment in priority infrastructure. Grants between \$20,000 and \$10 million are available on a dollar-for-dollar basis. A total funding pool of \$1 billion is available over five years from 2015-16.

## REGIONAL JOBS AND INFRASTRUCTURE FUND, REGIONAL DEVELOPMENT VICTORIA

The Regional Jobs and Infrastructure Fund is implemented by RDV to provide \$500 million over the next four years to support major projects and create regional jobs. It provides funding for major infrastructure projects through the following program streams:

- Visitor Economy;
- Productive and Liveable Cities and Centres;
- Enabling Infrastructure; and
- Rural Development.

The Visitor economy stream will create new, or redevelop existing tourism and cultural assets that demonstrate a significant impact on the visitor economy. In particular, projects must attract increased visitors to the region and deliver an improved experience for those who visit and reside in regional Victoria.

## VICROADS

VicRoads manages the majority of the proposed Great River Road route and there may be opportunity to negotiate funding agreements with VicRoads for required intersection and highway upgrades.

