

MEDIA RELEASE

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ROLLING OUT THE GREAT RIVER ROAD

After much anticipation and planning, construction work has commenced on the cross-border Great River Road project.

The project, one of five key projects identified in the Upper Murray 2030 Vision Plan, will create a touring route between Bellbridge and Khancoban.

Towong Shire Council Mayor Cr Aaron Scales said the project will upgrade existing wayside stops with new interpretive signage, seating, shelters and landscaping.

"We are also very excited to be commissioning the creation of large-scale artwork pieces that will be installed at five of the key sites along the route," said Cr Scales.

"It is exciting to see soil being turned and the project coming to fruition.

Machinery has now moved in on the Talgarno wayside stop to prepare the site for landscaping and new seating, and work on the new Granya site will also commence in the coming week.

The project is being led by the Great River Road Reference Group, which comprises community stakeholders.

"Council is incredibly grateful to the community members who have volunteered their time to lead the project alongside Council officers," said Cr Scales.

"The group has been instrumental in identifying which sites to develop and what infrastructure they will receive, and they have done a terrific job in ensuring the project's plans meet the community's wishes".

In addition, the group has lead the development of an Upper Murray brand that will be applied to all signage and marketing material.

"Although the brand was designed for the Great River Road, it will be a strong asset for the Upper Murray and it's exciting to think how else it can be applied to benefit the Upper Murray communities," Cr Scales expanded.

Funding for the project has been provided from the Australian and Victorian governments, as well as Towong Shire Council.

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