

MEDIA RELEASE

MID MURRAY COUNCIL LAUNCHES INNOVATIVE COMMUNITY-LED FUTURE PLANNING PROJECT

Mid Murray Council is embarking on a transformative new approach to local planning, launching a region-wide project to develop nine distinct Community Action Plans.

Moving away from traditional models of engagement, an Asset Based Community Development (ABCD) framework is being adopted, as outlined in Council's *Community Development Strategy*. This method focuses on the existing strengths, skills, and resources within a community, empowering residents to lead the charge in shaping their own future.

Covering over 6,200 square kilometres, the Mid Murray region encompasses eleven townships along with a variety of shack settlements, all of which are organised into nine planning areas.

To ensure every voice is heard, the project team will work with each of the nine planning areas separately by organising community drop-ins, workshops, face to face engagement and community events.

The focus of the plans is to move beyond a "wish list" and instead empower the community to lead local change by utilising:

- **Our People:** The skills, experience, hobbies, and talents you have to share.
- **Our Community:** The strength of our local clubs, volunteers, and networks.
- **Our Places:** The unique physical and environmental assets, and natural beauty of our region.

The Community Action Plans will be co-designed alongside key organisations, service providers, and community representatives. This collaborative process aims to ensure that the resulting plans address social, environmental, and economic challenges through a lens of shared responsibility between Council and the community, with the goal being to create community owned plans that:

- **Evaluate** local resources and talents.
- **Mobilise** members around shared priorities.
- **Implement** clear, community-led projects.

By identifying what we can control and influence together, our communities can focus their energy on projects that deliver real, local results. The concept recognises that our residents are our greatest asset, and when we mobilise around the issues that inspire us, we can achieve far more than Council could alone.

Deputy Mayor Georga Warhurst said that rather than asking for a list of things the Council can do for the community, we're starting a conversation about what we can achieve together.

"No one knows the region's potential better than the people who call it home," Deputy Mayor Warhurst said.

"By pooling our collective energy, we can kickstart projects that will make a difference right away.

"We want to empower the community and our goal is to unlock the hidden potential of the Mid Murray, turning local passion into tangible results that benefit us all."

To participate in the process, visit the "**Your Say**" page on the **Mid Murray Council website** <https://engagement.mid-murray.sa.gov.au/> for engagement dates and locations.

For more information contact Fiona Pemberton or Scott Nippress via postbox@mid-murray.sa.gov.au or (08) 8569 0100.

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