

Part 2: Implementation

How will the Strategy be implemented?

Implementation of the *Great Ocean Road Region Strategy* will involve the Victorian Government, councils, industry and the community working together to manage the region's future development.

Support and cooperation will be essential to successful implementation of the Strategy. Councils and Victorian Government departments and agencies will play a key role in implementing the Strategy by using it to inform their decision making. Councils will need to understand how the directions and initiatives in the Strategy relate to their strategic and statutory land use planning responsibilities, and review their processes accordingly. Assessment of

planning permit applications will need to be consistent with the Strategy. For example, councils will need to be satisfied that proposed development responds to the character of coastal towns and significant landscapes.

The Implementation Plan is a dynamic document, and will be reviewed every five years to ensure that it remains relevant and up-to-date. While the Implementation Plan primarily focuses on short and medium-term initiatives and actions (commenced within the next year or two years), the key directions of the Strategy are the strategic basis for managing growth and change within the region for the next 20 years.

Other regional plans and strategies

The *Great Ocean Road Region Strategy* is coordinated with other key regional strategies and plans to ensure planning for land use and transport is integrated with key activities such as land and coastal management, water and sewerage infrastructure planning, tourism planning, heritage protection and regional development. It will be important for the Victorian Government, councils and other agencies to work in partnership to coordinate their initiatives.

The actions from relevant strategies, such as regional catchment plans and regional tourism plans, will be important for the implementation of the *Great Ocean Road Region Strategy*. This will also mean some key issues, such as biodiversity conservation, will be addressed in more detail in related documents such as catchment, coastal and park management plans.

It is acknowledged there is a great deal of more specific work that will continue to be undertaken in the region and contribute to the implementation of this Strategy. For example, while regional catchment plans provide the overarching framework for natural resource management, there is a great deal of work that underpins natural resource management. Such work includes strategies relating to native vegetation management, river health,

weed strategies and local catchment plans. Councils also undertake work that will contribute to the implementation of the Strategy, such as specific strategic planning exercises for settlements and coastal action plans.

Key strategies that complement the *Great Ocean Road Region Strategy* are:

- *Corangamite Regional Catchment Strategy 2003–2008*
- *Victorian Coastal Strategy 2002*
- *Victorian Heritage Strategy 2000–2005, including Shipwrecks 2005*
- *Princes Highway West A1 Corridor Strategy – Waurn Ponds to South Australian Border*
- *Great Ocean Road Regional Tourism Development Plan 2004–2007 (under preparation)*
- *Victoria's Tourism Industry Strategic Plan 2002–2006*
- *Victorian Tourism Infrastructure Development Strategy (under preparation).*

These strategies have been addressed in relevant parts of the *Great Ocean Road Region Strategy*. A comprehensive list of relevant strategies, plans and policies is provided in the Appendix.



Implementation committee

An implementation committee will be established to facilitate the implementation of the *Great Ocean Road Region Strategy*. This committee will have similar representation to the Steering Committee which oversaw the development of the Strategy. Councils and agencies will have responsibility for the direct implementation of their initiatives and actions in the Implementation Plan. The committee will support the development of partnerships with other agencies, stakeholders and community groups to promote understanding and

implementation of the Strategy. The committee will also provide an information sharing forum on related strategies such as the *Princes Highway West Corridor Strategy* and regional tourism strategies.

An Implementation committee will be convened by the Department of Sustainability and Environment and meet at least twice a year. Terms of reference will be prepared outlining the purpose, responsibilities and operation of the committee. More specific details of the committee will be determined at a later date.

Funding the Implementation Plan

Sources and availability of funding do not form part of the Implementation Plan. The Strategy has been developed cooperatively between the councils and agencies represented on the Steering Committee. As such, individual agencies have a responsibility to implement relevant initiatives and apply for funding or form partnerships through their own means. This may involve seeking funding from federal and/or Victorian Government programs.

Funding applications would be subject to prioritisation through normal budget processes. Importantly, councils and agencies will be able to use this Strategy and Implementation Plan to justify future funding bids. The Victorian Government has already provided significant funding for a number of initiatives identified in this Implementation Plan. This includes funding of initiatives for road improvements and public land in the Otways. It also includes initiatives for landscape protection and the development of the Apollo Bay Structure Plan.

Implementation Plan

This Implementation Plan shows how the strategies underpinning the four major directions of the *Great Ocean Road Region Strategy* will be implemented.

A brief summary response provides an overall explanation for the implementation of the Strategy, while an accompanying table sets out specific initiatives and actions under each strategy. Importantly, the Implementation Plan identifies a lead agency responsible for implementing each action. It will be the responsibility of the lead agency to coordinate and manage the implementation of actions with partner agencies.

Implementation of the *Great Ocean Road Region Strategy* will involve the Victorian Government, councils, industry and the community working together to guide the region's future development. The success of the Strategy rests with the commitment of these stakeholders and their ability to implement the initiatives and actions in a coordinated, consistent and holistic manner.

The Victorian Government recognises a number of councils have already started work on some of the initiatives and actions in the Implementation Plan, particularly those relating to landscape character assessment. The Department of Sustainability and Environment is providing assistance to councils to develop planning controls for landscape protection. It will also support the professional development of planners to improve decision-making capability.

The Victorian Government has also made a commitment to creating an expanded Otway National Park. The creation of an expanded national park will contribute significantly to the implementation of the *Great Ocean Road Region Strategy*.



Direction 1: Protect the landscape and care for the environment

Strategy 1.1: Strengthen protection for public land and parks

Response

The Victorian Government's policy commitment to create 'a new future for the Otways' includes the phasing out of native forest timber harvesting on public land by 2008, the creation of an expanded national park and further protection of other native forest areas. The Department of Sustainability and Environment is managing the phasing-out of timber harvesting. In 2003, the Victorian Government requested the Victorian Environmental Assessment Council (VEAC) carry out an investigation of the public land within the Otway Ranges to determine the boundaries of:

- a single national park in the Otway Ranges including public land extending from Anglesea to Cape Otway
- any other public land currently managed as State Forest which would be suitable for addition to existing State Parks or nature conservation reserves, or for inclusion in new nature conservation reserves once native forest logging ceases in the Otways.

VEAC's *Final Recommendations Report* will be submitted in November 2004. This report will make recommendations for the new national park and public land use changes. The Victorian Government will respond to its recommendations within six months.

The recommendations contained in VEAC's *Angahook-Otway Investigation Draft Proposals Paper*, adopted the principles of ecologically sustainable development and considered the need to conserve and protect biological diversity, areas of ecological, natural, landscape or cultural significance as well as recreational value or geological significance. It also considered the environmental, social and economic consequences of implementing its proposed recommendations.

The expansion of protected areas in the Otways will directly implement the priorities of the *Great Ocean Road Region Strategy* by providing additional protection to significant natural and cultural values in coastal and hinterland areas. This expansion will complement recently established Marine National Parks and Marine Sanctuaries which provide high levels of protection for representative marine ecosystems. Management plans for these areas are being developed by Parks Victoria with community input.

The Victorian Government and the community have proactively protected land in the region through a range of land purchase and planning scheme measures. The Victorian Government, in partnership with the community, has purchased large areas of land between Airey's Inlet and Anglesea to protect the heathland areas. In addition, protective covenants have been utilised to protect outstanding flora and fauna and scenic values in the region. The Department of Sustainability and Environment and Surf Coast Shire are currently working together to establish management arrangements for approximately 100 hectares of significant land at Ironbark Basin near Anglesea.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
1.1 Strengthen protection for public land and parks					
1.1.1	Create a continuous national park extending from Anglesea to Cape Otway.	Subject to submission of the VEAC Final Recommendations Report, and subsequent amendments to legislation.	Short-medium	Department of Sustainability and Environment	
1.1.2	Continue to undertake reviews of park management plans in accordance with Parks Victoria's review program.	Parks within the region will be subject to management plan review in line with Parks Victoria plan review program.	Long	Parks Victoria	
		Implement management actions for the parks in the region in accordance with Parks Victoria's Corporate Plan and as part of statewide, prioritised programs.	Long	Parks Victoria	
1.1.3	Finalise management plans for Marine National Parks and Marine Sanctuaries.	Finalise management plans for Point Addis Marine National Park, Point Danger Marine Sanctuary and Eagle Rock Marine Sanctuary.	Short	Parks Victoria	
		Commence management plans for Twelve Apostles Marine National Park and The Arches Marine Sanctuary, in accordance with Parks Victoria's management planning program.	Short	Parks Victoria	
		Implement management actions for the Marine National Parks and Marine Sanctuaries in the region in accordance with Victoria's Marine National Parks and Marine Sanctuaries Management Strategy and individual Park Management Plans.	Long	Parks Victoria	

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years





Strategy 1.2: Identify and protect significant landscapes

Response

Identifying and protecting the Great Ocean Road Region's significant landscapes was raised during community consultation as an issue requiring Victorian Government attention. The *Great Ocean Road Landscape Character Assessment Study* has been strongly supported by a wide range of stakeholders as an appropriate mechanism for protecting significant landscapes and managing development within the region. The Study has been acknowledged as a best practice model for the assessment of landscape on a regional scale, with community groups, councils and a peer review all endorsing it. It has also received professional recognition, receiving an award from

the Planning Institute of Australia (Vic.). Figure 4 outlines the region's broad landscape types.

As part of the *Great Ocean Road Landscape Character Assessment Study*, a series of municipal toolkits have also been developed. These toolkits will be translated into statutory planning controls to provide a higher level of protection for significant areas through council planning schemes. The Department of Sustainability and Environment is facilitating the translation of the municipal toolkits into draft planning scheme amendments for each of the five councils. Each council will be responsible for the amendment process. The Department of Sustainability and Environment will provide further guidance to local planners on how to best use and apply these tools.

In addition, the implementation of new rural zones (see Strategy 4.4) will ensure a greater level of environmental and landscape protection and improved control over subdivision.

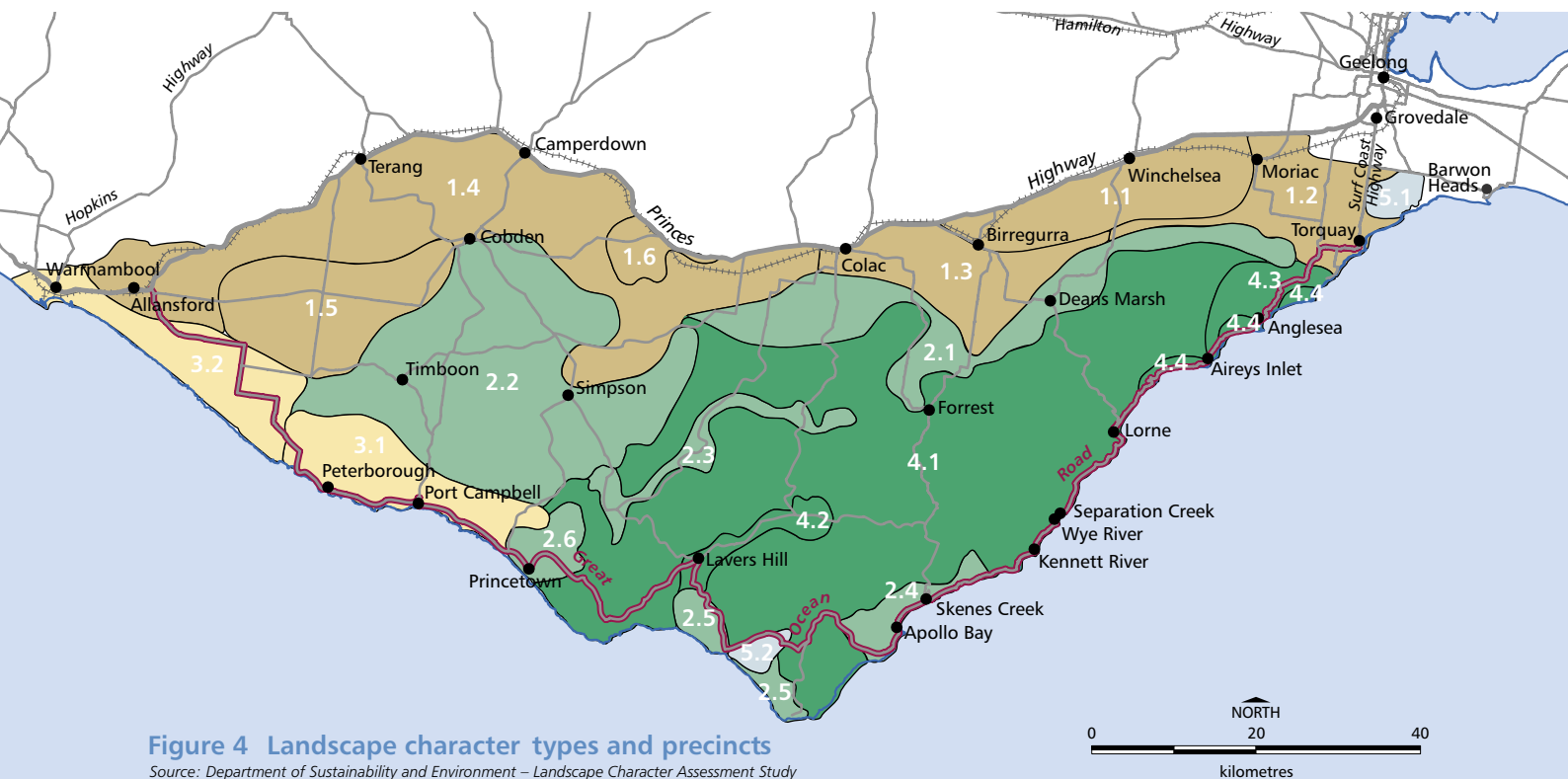


Figure 4 Landscape character types and precincts

Source: Department of Sustainability and Environment – Landscape Character Assessment Study

- Great Ocean Road
- Roads
- + + + Rail
- Western Plains, Cones and Lakes (1.1 – 1.6)
- Otway Foothills, Valleys and Uplands (2.1 – 2.6)
- Otway Forests and Coast (4.1 – 4.4)
- Western Coastal Cliffs (3.1 – 3.2)
- Localised Flatlands (5.1 – 5.2)

Numbers in brackets relate to individual Precincts within a Landscape Character type. For more information refer to the Landscape Assessment Study.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
1.2 Identify and protect significant landscapes					
1.2.1	Protect the most significant landscapes through the planning system.	Review recommendations outlined in the Landscape Character Assessment Study municipal toolkits and facilitate the translation into a draft planning scheme amendments.	Short *commenced	Department of Sustainability and Environment	Councils
		Undertake mapping of recommended Significant Landscape Overlays.	Short *commenced	Department of Sustainability and Environment	Councils
		Undertake amendment process to implement in planning schemes.	Short-medium	Councils	Department of Sustainability and Environment
1.2.2	Improve training and education on the use and application of significant landscape overlays.	Create a Victoria Planning Provisions Practice Note providing guidance to best practice landscape analysis and implementation.	Medium	Department of Sustainability and Environment	
		Utilise the PLANET Professional Development program to promote better application and understanding of significant landscape overlays.	Short-medium	Department of Sustainability and Environment	
		Conduct workshops on the Landscape Character Assessment Study across the Great Ocean Road Region for council planners.	Short	Department of Sustainability and Environment	

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years





Strategy 1.3: Ensure effective protection of catchments and coastal areas

Response

Strong residential and visitor growth and associated rapid urban development have put pressure on coastal and catchment areas. The *Corangamite Regional Catchment Strategy*, which covers most of the Great Ocean Road Region, identifies these trends as a major threat to the natural assets of the region. The impact of development on catchments, particularly from waste water systems in unsewered areas and from demand for services such as water, needs to be carefully managed. This is particularly true for communities at the eastern end of the Great Ocean Road, Apollo Bay and the western end at Peterborough and Allansford.

Regional catchment strategies and park management plans are the primary documents for setting out how to manage the future of land, water resources and biodiversity in the region. To this end, the *Great Ocean Road Region Strategy* will facilitate closer integration between the relevant catchment management strategies (*Corangamite Regional Catchment Strategy* and *Glenelg Hopkins Regional Catchment Strategy*) and council planning schemes.

Councils and Catchment Management Authorities (CMAs) will work closely together to ensure coordination, consistency and stronger integration between coastal and catchment management strategies and council planning activities. The funding of a Municipal Catchment Coordinator by the Corangamite CMA has been useful in the promotion of effective links between itself, councils and other agencies. The continuation of this type of role will be encouraged.

Another priority action is to manage the impact of development on catchments. Councils will be strongly encouraged to incorporate and implement catchment and coastal planning initiatives in their planning schemes. This work has already started through the preparation of implementation matrices for Surf Coast Shire and the City of Greater Geelong. These identify areas where councils' planning schemes and regional catchment strategy targets are complementary and identify possible projects where agencies can work together. There is potential for such work to be expanded across the region.

The Victorian Government has been working to improve arrangements for coastal planning and management in the region. Strategic coastal planning is the responsibility of the Western Coastal Board (WCB), primarily through supporting the implementation of the *Victorian Coastal Strategy* and the preparation of Coastal Action Plans. The ongoing review of coastal action plans will be important in updating the management of public land foreshore reserves.

The Victorian Government has also been working to improve arrangements for coastal planning in the region. A review of committees of management within the Surf Coast Shire has resulted in a single committee of management being created to simplify management arrangements while retaining organisational and land management skills, local knowledge and representation.

To support these planning and management activities, the Victorian Government and the community have invested significant resources into foreshore management for the region. For example, Lorne has received over \$3 million in funding over the last year, including \$2 million for the replacement of the Lorne Pier. The Lorne Foreshore Committee has also contributed \$750,000 to foreshore improvements with additional funding provided by the Victorian Government.

One of the key impediments to the sustainable use and management of Victoria's south-west coast is the lack of knowledge about the risks and threats facing coastal and marine environments. To address this, the WCB is developing a *Coast and Marine Risk Assessment Report* and will undertake preparatory work for a large scale *Health of the Coast Report* for the Corangamite and Glenelg Hopkins CMA regions.

Capacity building within councils will also be expanded. While some existing programs and initiatives are bringing agencies together to raise awareness of the impact of development and sustainability, such as the Anglesea *Neighbourhood Environment Improvement Plan*, there is potential to do more. For example, existing programs such as the Department of Sustainability and Environment's PLANET Program need to be better utilised and cover a wider range of issues relevant to sustainability and the impact of development.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
1.3 Ensure effective protection of catchments and coastal areas					
1.3.1	Ensure coordination, consistency and stronger integration between coastal and catchment management strategies and council planning schemes.	Promote closer liaison between CMAs, councils and the Western Coastal Board in their planning activities.	Short–medium	Catchment Management Authorities Councils Western Coastal Board	Department of Sustainability and Environment Victorian Coastal Council Coastal Boards
		Encourage council planning schemes to give expression to and implement catchment and coastal planning initiatives.	Short–medium	Catchment Management Authorities	Department of Sustainability and Environment Councils
		Encourage and support the role of a Municipal Catchment Coordinator within CMAs.	Short–medium	Catchment Management Authorities	
		Encourage and support the preparation of Implementation Matrices for all municipalities in the region to link the implementation of Regional Catchment Strategies with council planning schemes.	Short	Catchment Management Authorities	
1.3.2	Improve the management of parks and other public land in catchment and coastal areas.	Review coastal action plans and Implement coastal action plan initiatives.	Short–medium	Western Coastal Board	
		Implement the new coastal management arrangements for Surf Coast Shire and develop new business plans for the new committee of management.	Short	Department of Sustainability and Environment	
		Support the development of a Coast and Marine Risk Assessment Report and a Health of the Coast Report for the Corangamite and Glenelg Hopkins CMA regions.	Short–medium	Western Coastal Board	Department of Sustainability and Environment Catchment Management Authorities
		Prepare management programs for parks and reserves annually, in accordance with Parks Victoria’s Corporate Plan and as part of statewide prioritised programs.	Ongoing	Parks Victoria	
1.3.3	Improve information and education for council planners to help reduce the impact of development.	Utilise the PLANET Professional Development program to promote stormwater management, vegetation retention, water-sensitive urban design, water conservation, waste management, energy conservation and heritage management (pre and post contact).	Ongoing	Department of Sustainability and Environment	Councils Catchment Management Authorities Regional Water Authorities Eco-Recycle Victoria Sustainable Energy Authority Victoria Municipal Association of Victoria

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Strategy 1.4: Promote the region's environmental and cultural heritage values

Response

The Great Ocean Road Region's stunning natural beauty and environmental values are internationally recognised. The region includes an abundance of significant natural and cultural heritage values (both Indigenous and historic). The proposed Otway Ranges National Park will offer additional protection to these values and build on existing Parks Victoria planning processes.

Aboriginal cultural heritage in Victoria is protected by a combination of State and Commonwealth legislation. Any proposed management or development activity must include consideration of potential impacts on Aboriginal cultural heritage values.

Stronger partnerships need to be developed between Aboriginal communities, councils and land and Catchment Management Authorities to ensure better incorporation of Aboriginal cultural heritage into planning, decision-making and implementation processes. Cultural assessments that were completed for the Great Ocean Walk project provide an example of how successful cooperation can be achieved.

The Wathaurong Aboriginal Cooperative and the City of Greater Geelong have developed a formal protocol to establish clear guidelines and processes for addressing legislative requirements for the protection of Aboriginal cultural heritage in the Geelong area. To this end, the South-West and Wimmera Regional Aboriginal Cultural Heritage Program has appointed a (temporary) project officer to assist in the development of similar protocols between other councils and Aboriginal communities. Such protocols will build working partnerships between councils and Aboriginal communities and enhance protection and management of Indigenous cultural heritage values.

A comprehensive understanding of historic and Indigenous cultural heritage values in the Great Ocean Road Region is lacking. An important aspect of this is the connection that Aboriginal communities have with their environment and the linkages between sites of significance. Heritage studies have not been undertaken, or are incomplete for many areas, with limited heritage overlays applying in some areas. Historic and Aboriginal cultural heritage studies will be undertaken with the aim of covering the region both geographically and thematically. Heritage Victoria will be calling for applications later in 2004 from councils for grants to undertake heritage studies.

Opportunities also exist to better promote the region's historic and Indigenous cultural heritage. In particular, heritage places could be better integrated with tourism (such as the logging and maritime history of the region and the Great Ocean Road). Tourism Victoria, Heritage Victoria, Aboriginal Affairs Victoria, the South West and Wimmera Region Cultural Heritage Program and Parks Victoria could work more closely with councils, local and regional tourism organisations and visitor information centres to provide more integrated education and information.



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
1.4 Promote the region's environmental and cultural heritage values					
1.4.1	Recognise and preserve the Indigenous and non-Indigenous cultural heritage of the region and the Great Ocean Road.	Complete heritage study coverage of the region.	Short-medium	Councils	Department of Sustainability and Environment Aboriginal communities Heritage Victoria Aboriginal Affairs Victoria
		Implement heritage study findings through local planning schemes.	Short-medium	Councils	Department of Sustainability and Environment
		In relation to post-contact cultural heritage, apply to Heritage Victoria for available funding. In relation to Indigenous heritage, apply to Aboriginal Affairs Victoria for available funding.	Short-medium	Councils	Heritage Victoria Aboriginal Affairs Victoria Aboriginal communities
		Develop Aboriginal Cultural Heritage Management and Protection Development Planning Protocols across the Great Ocean Road Region.	Ongoing	Councils	Aboriginal Affairs Victoria Aboriginal communities
1.4.2	Expand education, information provision and promotion of the region's environmental and cultural heritage values.	Parks Victoria to investigate the feasibility of a world-class tourism and visitor interpretive centre and precinct in the Port Campbell/ Twelve Apostles area with key functions of visitor information, interpretation and education (refer to Initiatives 4.1.8 and 4.3.3).	Short	Parks Victoria	Tourism Victoria Regional tourism organisations Corangamite Shire
		Parks Victoria Management Plans for terrestrial and marine parks will continue to include strategic directions for the provision of information, interpretation and education.	Ongoing	Parks Victoria	

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Direction 2: Manage the growth of towns

Strategy 2.1: Respect the character of coastal towns and promote best practice design for new development

Response

Township boundaries establish the limits for urban expansion. They signal the edge of a town so that the coastal and landscape values of non-urban areas can be protected. It is recognised that councils have recently completed strategic studies and have established sound strategic boundaries for a number of settlements, such as Anglesea and Peterborough, while work is being completed for Lorne and Aireys Inlet. Councils are also undertaking similar work for hinterland settlements.

For several settlements along the coast, strategic township boundaries are indicated on plans that have previously been incorporated into local planning schemes. It is now appropriate to review the status of these plans in the context of the *Great Ocean Road Region Strategy*. These settlements include Separation Creek, Wye River, Kennett River, Skenes Creek, Port Campbell and Princetown. Expert committees will be established to review existing township boundaries and, where necessary, make recommendations on their status. The committees will comprise representatives from the Department of Sustainability and Environment, Panels Victoria, councils and the Victorian Coastal Council. Once township boundaries are reviewed, they should be confirmed in the Local Planning Policy Framework of the relevant planning scheme.

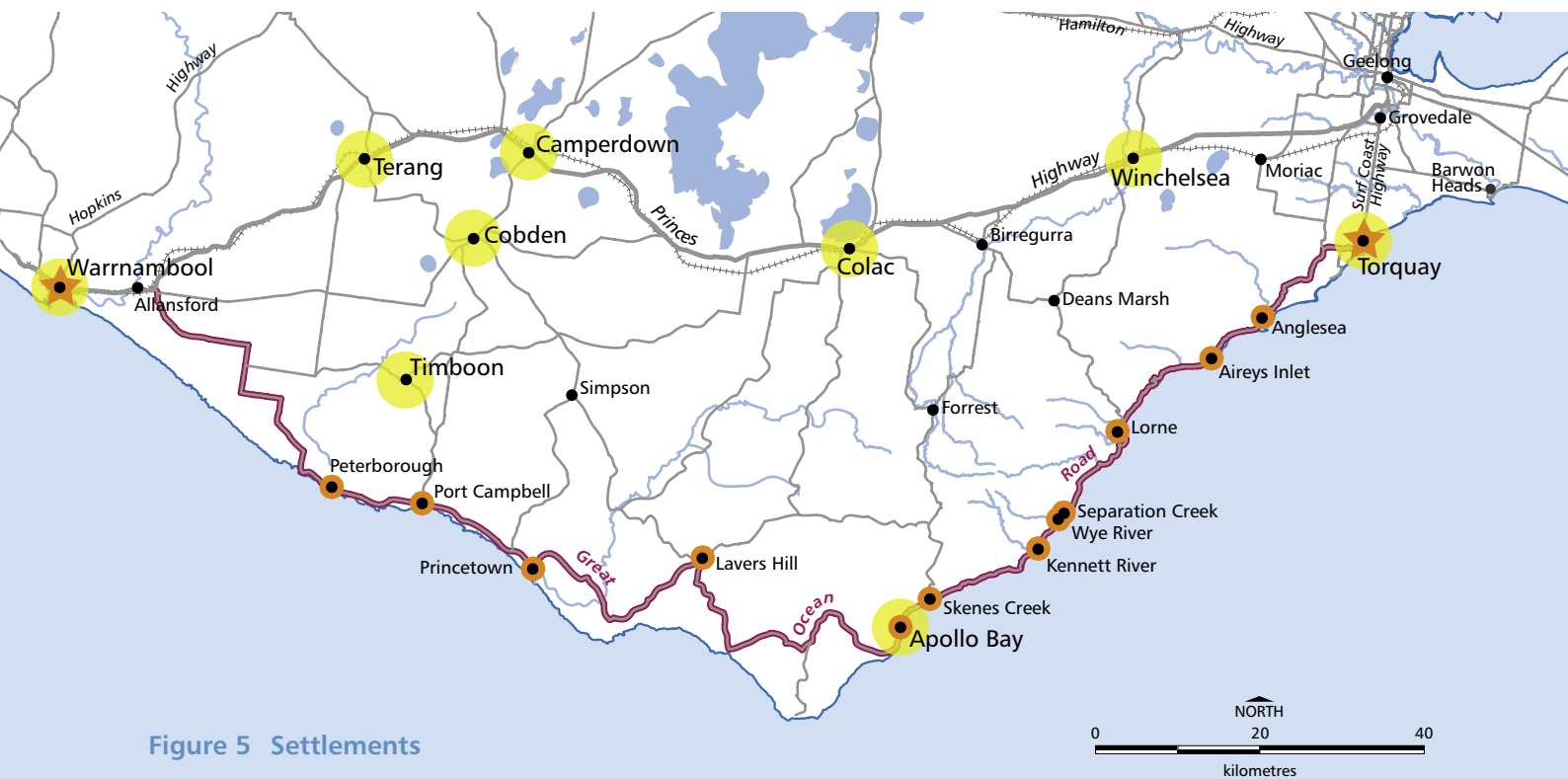


Figure 5 Settlements

- Great Ocean Road
- Lakes and rivers
- Direct urban growth to townships where it can best be accommodated*
- Respect the character of coastal towns
- Roads
- Settlements
- ★ Designate Warrnambool and Torquay as gateways to the region
- - - Rail

*Townships which have adequate access to reticulated sewerage, land availability and potable water supply.

The Victorian Government's recent initiatives for improving the planning system will help ensure decisions about rezoning proposals are consistent with the *Great Ocean Road Region Strategy*. The *Better Decisions Faster* suite of initiatives, released in April 2004 by the Minister for Planning, proposes changes to the *Planning and Environment Act 1987* to require Ministerial consent prior to exhibition of a planning scheme amendment. This would mean an amendment would need to be thoroughly evaluated against State Planning Policy prior to preparation, ensuring consistency with the *Great Ocean Road Region Strategy*.

The community has strongly expressed its preference for protecting the existing character of coastal towns. Councils will continue to undertake neighbourhood character studies for settlements that are experiencing development pressure. These place-based studies provide

an effective way of ensuring that development respects the character of coastal towns. To assist councils in undertaking this task, the Department of Sustainability and Environment has released a *Victoria Planning Provisions Practice Note: Using the Neighbourhood Character Provisions in Planning Schemes*.

It is essential that neighbourhood character is considered in the context of broader strategic issues such as the provision of housing. The application of new neighbourhood character provisions can affect the provision of housing in an area and, consequently, the extent to which future housing demands will be met. This is an important consideration in the Great Ocean Road Region where land availability is restricted in many coastal towns. The Department of Sustainability and Environment will work with councils to facilitate the preparation of housing strategies.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
2.1 Respect the character of coastal towns and promote best practice design for new development					
2.1.1	Review strategic boundaries for settlements.	Establish expert committees to advise councils about the status of town boundaries for: <ul style="list-style-type: none"> • Separation Creek • Wye River • Kennet River • Skenes Creek • Port Campbell • Princetown. 	Short	Department of Sustainability and Environment	Councils Panels Victoria Victorian Coastal Council
		Implement the Better Decisions Faster initiative to require Ministerial consent prior to exhibition of a planning scheme amendment.	Short	Department of Sustainability and Environment	
2.1.2	Support planning for the identification and protection of neighbourhood character.	Provide training to enhance professional skills in the design assessment of proposals.	Ongoing	Department of Sustainability and Environment	
		Prepare municipal housing strategies.	Medium	Councils	Department of Sustainability and Environment
		Finalise and implement neighbourhood character studies.	Medium	Councils	Department of Sustainability and Environment

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Strategy 2.2: Direct urban growth to townships where it can best be accommodated and limit growth elsewhere

Response

Inland areas offer opportunities to attract more visitors and to accommodate some of the demand for residential development. Councils will promote the hinterland towns of Colac, Camperdown, Timboon, Winchelsea, Cobden and Terang as locations to absorb expected growth, and as service hubs. The Department of Sustainability and Environment will work with councils to develop structure plans or urban design frameworks for these areas in order to help communities set an overall direction for their towns.

Urban growth will be managed by directing substantial new development to Torquay, Warrnambool and Apollo Bay (once structure planning for this area has been undertaken). Apollo Bay has been identified as a

strategically located coastal settlement with the capacity for growth beyond its current boundaries.

To manage this growth, a blueprint for the future growth and development of the Apollo Bay region over the next 20 years will be jointly developed by Colac-Otway Shire Council and the Department of Sustainability and Environment, taking into consideration issues of accessibility, efficiency, amenity, safety, sustainability and infrastructure provision. This presents an opportunity to create best practice future urban form that responds to the landscape around it.

Coastal settlement growth, demographic change and seasonal peaks make the provision of infrastructure in coastal settlements a specific challenge. The development contributions system provides a real opportunity for councils to obtain contributions from developers towards the future infrastructure needs of a particular community, of which the development forms a part. The development contributions system has been reviewed to improve its effectiveness and application. New online *Development Contributions Guidelines* provide simple and clear guidance for preparing development contributions plans.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
2.2 Direct urban growth to townships where it can best be accommodated and limit growth elsewhere					
2.2.1	Designate Warrnambool and Torquay as gateways to the region and as cities with capacity for residential and visitor accommodation growth and community services.	Complete the Warrnambool Land Use Strategy.	Short *commenced	Warrnambool City Council	Department of Sustainability and Environment
		Review Torquay/Jan Juc Framework Plan.	Short	Surf Coast Shire	Department of Sustainability and Environment
2.2.2	Develop Apollo Bay as a preferred coastal township for residential and visitor accommodation growth and community services.	Develop a structure plan for Apollo Bay.	Short *commenced	Colac Otway Shire Department of Sustainability and Environment	
2.2.3	Support planning for growth in key hinterland locations: <ul style="list-style-type: none"> • Colac • Camperdown • Timboon • Winchelsea • Cobden • Terang. 	Complete a Winchelsea Structure Plan.	Short *commenced	Surf Coast Shire	Department of Sustainability and Environment
		Complete urban design frameworks for settlements including Simpson, Terang and Camperdown.	Short-medium	Councils	Department of Sustainability and Environment

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years



Strategy 2.3: Encourage sustainability as the region grows

Response

The Department of Sustainability and Environment is committed to the development of guidelines to facilitate best practice in sustainable planning and design.

The Sustainability in the Built Environment project is developing a consistent, performance-based approach to delivering sustainability through the development approvals process. An assessment tool and objectives for energy and water are currently being developed by the Department of Sustainability and Environment and will be piloted with councils in late 2004.

The Sustainable Neighbourhoods project is reviewing the residential subdivision provisions (clause 56 of the Victoria Planning Provisions) to ensure that future sustainability objectives for subdivision are met.

The Sustainable Neighbourhoods provision will implement the Neighbourhood Principles of Melbourne 2030 which broadly promote:

- best practice in residential subdivision through networks of walkable neighbourhoods where neighbourhood centres support local services and facilities
- reduced car use because public transport is easier to use and walking and cycling are promoted
- environmentally friendly development, including lot design for energy efficient housing, water conservation, local management of stormwater and waste water treatment.

These projects will be particularly relevant for regional settlements that are planning to accommodate considerable urban growth, such as Torquay and Warrnambool, as well as townships wanting to deliver better performing development in areas already allocated for future development.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
2.3 Encourage sustainability as the region grows					
2.3.1	Introduce an integrated approach to delivering sustainability in the built environment through the development approvals system.	Develop and implement a consistent framework for measurement and assessment of sustainability outcomes in decision-making on applications for development.	Short-medium	Department of Sustainability and Environment	

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years





Direction 3: Improve the management of access and transport

Strategy 3.1: Enhance the Great Ocean Road as a world-class travelling experience

Response

Victoria's spectacular south-west coastline and the journey along the Great Ocean Road are major attractions for the region's visitors and residents. One of Australia's most popular tourist destinations, the region also has significant commuter, freight, public transport and regional access roles. These different needs must be managed carefully. The construction of the Geelong Bypass will have a significant influence on accessibility, contributing to the long-term economic growth of the Geelong region and tourism along the Great Ocean Road.

Measures will be implemented to improve road management for the Great Ocean Road. The *Road Management Act 2004*, which commenced operation on 1 July 2004, establishes a new statutory framework for the Victorian road network to facilitate the coordination of the road reserves, clearly set out the rights and obligations of road users, and establish the general principles which apply to road management. One of the benefits of the Act for the Great Ocean Road Region will be the clarification of management responsibilities between VicRoads, councils, Parks Victoria, foreshore committees and other authorities.

VicRoads, the Department of Sustainability and Environment and other key stakeholders will develop a joint plan to improve management arrangements along the length of the Great Ocean Road. This plan will consider existing plans, such as roadside management plans. A key outcome will be a clear definition of responsibilities for issues such as car parks, viewing areas, retention of vistas and vegetation clearing. Tourism issues, such as adequate stop-off points, litter management and provision of interpretive information, will also be considered. To ensure a consistent management approach, a formal road reserve will be created along the entire length of the Great Ocean Road.

Improving visitor services and navigation along the Great Ocean Road is strategically important to both the region and Victoria. The proliferation of commercial signage and inadequate signage to key natural features currently has a negative impact on the visitor experience. Travel information and signage along the Great Ocean Road (at each end and throughout the region) will be improved through the development of a consistent, equitable and integrated approach to signage. As these issues are common to many of Victoria's tourism regions, the approach used along the Great Ocean Road will serve as an important pilot project for potential expansion across Victoria at a later date.

Other traffic measures include the investigation of an alternative access route for Apollo Bay as part of the Apollo Bay Structure Plan. Similarly, Surf Coast Shire is considering an alternative route for the Great Ocean Road through Torquay as part of its long-term structure planning. Anglesea Road performs the role of a bypass for Torquay while the ultimate connection of the Geelong Bypass at Waurin Ponds will influence access to the Surf Coast. These issues will be considered in longer term planning.



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
3.1 Enhance the Great Ocean Road as a world-class travelling experience					
3.1.1	Define the road reserve for the Great Ocean Road and improve its management.	Develop a management agreement for the Great Ocean Road that assigns responsibilities and addresses tourism, traffic management, heritage, safety and environmental values.	Short-medium	VicRoads	Department of Sustainability and Environment Parks Victoria Heritage Victoria Tourism Victoria
		Develop a package of works to support implementation of the management agreement.	Medium	VicRoads	
3.1.2	Preserve key vistas along the Great Ocean Road.	Implement relevant sections of the Landscape Character Assessment Study and management agreement.	Short	Councils	Department of Sustainability and Environment
3.1.3	Improve travel information and signage along the Great Ocean Road, at each end and throughout the region.	Develop a funding submission to the Australian Tourism Development Program.	Short *commenced	Tourism Victoria	Regional tourism organisations VicRoads Councils
		Review directional signage for the region and the provision of travel time information, where practical.	Short-medium	VicRoads	Tourism Victoria Councils
		Seek further funding for signage initiatives as part of other funding bids.	Short	Tourism Victoria	Regional tourism organisations Councils
3.1.4	Undertake traffic management studies in towns; implement seasonal traffic management measures.	Complete traffic management studies in towns as required and as funds become available.	Ongoing	Councils	VicRoads
3.1.5	Investigate possible long-term alternative routes for through traffic around Torquay and Apollo Bay.	Investigate alternative route for Apollo Bay as part of Apollo Bay Structure Plan.	Short	Colac-Otway Shire	Department of Sustainability and Environment VicRoads
		Consider possible alternative Great Ocean Road route for Torquay as part of long term structure planning.	Long	Surf Coast Shire	Department of Sustainability and Environment VicRoads

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Strategy 3.2: Improve road safety

Response

Several sections of the Great Ocean Road exhibit high crash rates, some of which are double the Victorian average, with motorcycle crashes a particular concern. Ways of reducing accidents and improving road safety throughout the region will be found. The Victorian Government has invested significant funds to improve safety along the Great Ocean Road. A total of \$15.5 million has been invested in road safety, traffic operation and maintenance improvements between 1995–1996 and 2003–2004. For 2004–2005, a further \$2.1 million will be invested in road and bridge maintenance, \$85,000 for pedestrian facilities in Anglesea and \$209,000 for bicycle paths in Jan Juc and Apollo Bay.

In addition, VicRoads will undertake further safety improvements as part of the Victorian Government’s recently announced \$130 million road safety infrastructure program. This includes the completion of shoulder sealing between Torquay and Skenes Creek, and extensive guard fencing, signage and delineation improvements.

A speed review for the Great Ocean Road was undertaken in consultation with stakeholders and the community. The Speed Limits Advisory Group, which advises VicRoads on these matters, recommended a reduction in speed limit from 100km/hr to 80 km/hr from east of Anglesea to Apollo Bay. This recommendation forms part of the safety improvements. The Victorian Motorcycle Advisory Council has also recommended a range of works to enhance motorcycle safety on the Great Ocean Road. A number of these improvements have already been implemented.

Further proposals for improvements along this route will be developed, including motorcycle safety initiatives, pedestrian safety measures in towns, additional turnouts and overtaking lanes, intersection improvements and traveller information systems.

Improved access and transport management for the Great Ocean Road will also greatly assist emergency management – with fire a constant seasonal threat (see strategy 4.6).

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
3.2 Improve road safety					
3.2.1	Upgrade the Great Ocean Road to improve its safety performance.	Implement a package of works for further safety improvements along the Great Ocean Road.	Short	VicRoads	
		Implement the findings of the motorcycle review.	Short	VicRoads	Councils

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years





Strategy 3.3: Develop and promote inland routes

Response

Congestion and limited opportunities to improve the traffic carrying capacity of the Great Ocean Road mean that better use of inland routes is required to ease the burden on Victoria's primary tourist route. For this reason, inland routes need to be improved and their safety increased. VicRoads will develop proposals for projects to improve the safety and operational performance of inland routes from Lorne, Apollo Bay and Port Campbell to the Princes Highway. Works will include pavement widening and shoulder sealing, signage and delineation improvements and roadside hazard protection.

Future improvement works on the Princes Highway have been identified in the *Princes Highway West A1 Corridor Strategy*, which was released by the Victorian Government in 2002.

The Great Ocean Road forms part of a national touring route, with international and domestic car touring anticipated to grow. A circular route and driving experience will be promoted to encourage visitors to travel the length of the Great Ocean Road in one direction and to opt for an inland route in the other direction (see also strategy 4.2). This initiative will be linked to broader touring routes that connect the Great Ocean Road Region with the Grampians and Ballarat.

In addition, the Department of Sustainability and Environment and partners will identify north-south and east-west touring routes through public land in the Otways (see strategy 4.1) to help spread the traffic load and introduce visitors to a variety of hinterland activities. Road congestion on the Great Ocean Road will also be reduced through management of traffic during seasonal peaks and significant events such as the Lorne Pier to Pub. Planning for the *Rescue 2006 Lorne World Life Saving Championships* provides an opportunity to demonstrate how this can be successfully achieved.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
3.3 Develop and promote inland routes					
3.3.1	Improve the safety of north-south routes connecting Lorne, Apollo Bay and Port Campbell to the Princes Highway West.	Develop a package of proposals for improving north-south routes.	Short	VicRoads	

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years



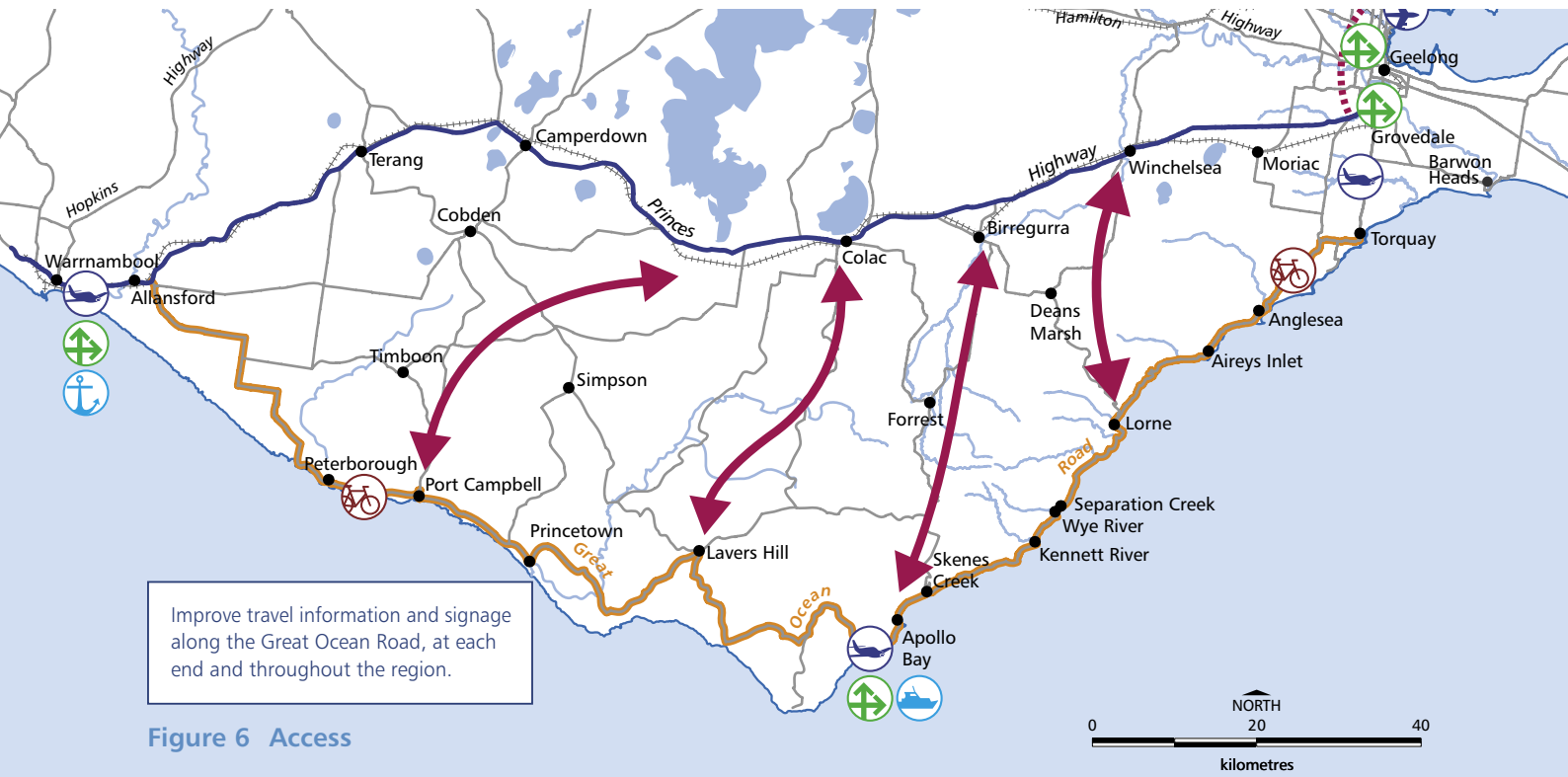


Figure 6 Access

- ++++ Rail
 - Roads
 - - - Geelong Bypass*
 - Lakes and rivers
 - ⚓ Safe Harbour**
 - ⚓ State Marine Precinct**
 - ✈️ Avalon Airport
 - ✈️ Regional Airfield
 - 🟢 Key Public Transport Interchange
 - ↔️ Improve the safety of north-south routes connecting Lorne, Apollo Bay and Port Campbell to the Princes Highway ^
 - Implement Princes Highway West Corridor Strategy
 - 🚲 Promote cycling by improving infrastructure and opportunities for cyclists, regionally and locally
 - Define the road reserve for the Great Ocean Road and improve its management; and upgrade the Great Ocean Road to improve its safety performance
- *Geelong Bypass route to be determined through government investigation process.
 **As defined in the Victorian Coastal Strategy 2002.
 ^ Directional arrows are indicative only. Specific routes are subject to VicRoads project scheduling and funding priorities.



Strategy 3.4: Provide more travel choices to and within the region

Response

While the car will continue to be the travel choice of the majority of residents and visitors, it is important to provide and promote a variety of travel choices to and within the region.

Melbourne's Spencer Street Station is being redeveloped into a world-class public transport interchange, with fast rail connections to regional Victoria centres and new facilities for rail, taxi and bus passengers. The Regional Fast Rail project will provide faster and more frequent rail services between Melbourne and Geelong, operating at speeds up to 160 km/h. These projects, as well as the Victorian Government's recent improvements to the Warrnambool railway line and development of Warrnambool and Geelong stations as public transport interchanges, provides the basis for maintaining existing rail services and providing improved facilities.

From 1 September 2004, V/Line will operate three return rail services on weekdays and Saturdays between Melbourne and Warrnambool, and one return rail service on Sundays. V/Line will also undertake an audit of stations along the Melbourne – Warrnambool route to ensure they meet statewide standards.

The current development of Grovedale Station as a public transport interchange will bring rail connections closer to the Great Ocean Road Region and provide the basis for better bus services. It is planned that trains will stop at the new Grovedale Station from late 2004. Buses will continue to be the major form of public transport in the region, with the opportunity to make better connections with existing and planned rail services.

Due to the dispersed nature of settlements and the clear preference for the use of the car, the provision of more public transport services is a considerable challenge in the region. The best opportunity for increasing public transport services is during the peak visitation periods and special events when roads become congested and parking in towns and key visitation points becomes very difficult. There are opportunities to better utilise buses, while improvements to the quality and location of bus stops will be important for encouraging more people to use bus services.



The Great Ocean Road consists of sealed shoulders from Torquay to Lorne. From Lorne to Apollo Bay, sealed shoulders are intermittent. Cycling safety would be improved with the sealing of road shoulders where practical along this stretch of the Great Ocean Road. An opportunity exists for the construction of an off-road cycle path between Apollo Bay and Wild Dog Creek and an on road path between Wild Dog Creek and Skenes Creek.

The pedestrian needs of people who live, work and go to school in the region also needs to be taken into account. Crossing the Great Ocean Road to access foreshore areas at locations such as Eastern View and Aireys Inlet is a significant safety issue. Safety in towns, particularly the needs of pedestrians, cyclists and the disabled, are equally significant issues. Management of road safety in towns will be addressed in partnership between councils and VicRoads. VicRoads will improve pedestrian crossing opportunities on the Great Ocean Road in Anglesea. It will also develop proposals for pedestrian facilities in towns and key beach and foreshore access areas such as Aireys Inlet.

The development of walking and cycling routes in the region will help encourage the use of alternative access. It will also expand the opportunities for increasing length of stay in the region and improving recreational opportunities for local residents. The completion of the Great Ocean Walk as an iconic walking experience will provide more walking opportunities for visitors. Similarly, the development of the disused Colac to Beech Forest (Old Beechy) railway line will provide increased walking and cycling opportunities.

The introduction of the new Jetstar service from Avalon and the upgrading of the airport will further strengthen accessibility to the region, particularly considering Avalon is currently the only regional Victorian Airport with commercial jet operations. Warrnambool Airport currently provides a further regional access option, with a daily non-jet passenger service to Melbourne operating from the airport. The implementation of the Warrnambool Airport Development Plan will result in the upgrade of facilities. Options are also being explored for an airport service in the vicinity of Apollo Bay.



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
3.4 Provide more travel choices to and within the region					
3.4.1	Work with public transport providers to improve public transport services, particularly buses, including links between coastal towns and key tourism sites, and with existing rail services, initially during peak seasons and events.	Work with bus companies to develop a new summer timetable.	Short	Department of Infrastructure	Regional tourism organisations
3.4.2	Continue to provide quality interchanges, signage and bus stops in towns.	Complete a signage and safety audit for bus stops along the Great Ocean Road.	Short	Department of Infrastructure	Councils VicRoads
		Improve quality of stations along the Warrnambool railway line.	Short	V/Line	Department of Infrastructure
3.4.3	Improve marketing and information about public transport services.	Investigate marketing and information improvements for public transport services in the region.	Short	V/Line	Department of Infrastructure Regional tourism organisations
3.4.4	Promote cycling by improving infrastructure and opportunities for cyclists, regionally and locally, including between Torquay and Apollo Bay, and Peterborough and Allansford/Warrnambool.	Resolve future route for Apollo Bay Skenes Creek bicycle path and seek additional funding to complete project.	Short	Apollo Bay–Skenes Creek Committee of Management	Barwon Water VicRoads Local and regional tourism organisations
		Undertake sealing shoulders on Great Ocean Road between Lorne–Apollo Bay.	Short	VicRoads	
3.4.5	Make towns more 'walker-friendly'; improve pedestrian access to foreshores.	Address in town structure planning and foreshore planning, as required.	Ongoing	Councils	Department of Sustainability and Environment
		Implement improvements to pedestrian facilities in towns.	Short–medium	VicRoads	Councils
3.4.7	Investigate airfield capacity in the vicinity of Apollo Bay.	Complete investigation into alternative sites for Apollo Bay Airfield.	Short	Colac Otway Shire	Tourism Victoria Department of Sustainability and Environment

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Direction 4: Encourage sustainable tourism and resource use

Strategy 4.1: Promote the geographic and seasonal dispersal of visitation throughout the whole region

Response

A network of tourism opportunities will be created throughout the region. *The Great Ocean Road Regional Tourism Development Plan 2004–2007*, currently being prepared by Tourism Victoria in partnership with state, regional and local tourism organisations, will identify a shared vision, strategies and action plans to realise the region's tourism potential. It will focus on communicating the value of tourism and facilitating the development of regional tourism through an emphasis on the primary motivators for travel, such as destinations and attractions.

Spreading tourism activity and visitation across the whole region and the promotion of the region as a year-round destination will also be facilitated by the *Tourism Plan for Public Land in the Otways Hinterland*. This plan, developed by the Department of Sustainability and Environment in response to the phase-out of logging in the Otways, aims to provide new and long-term jobs in the nature-based tourism industry for former timber communities in the Otways. An investment program is currently being finalised to accompany the plan. The program will build on the success of the Otway Fly, which has already generated significant visitation.

The international promotion of the Great Ocean Road and the Twelve Apostles will be expanded to increase length of stay and to disperse the benefits from tourism more widely across the region all year round. The promotion will focus on the need for visitors, particularly international visitors, to experience the region for longer periods than a single day trip. This is also important for improving road navigation and safety in the region.

The region will be promoted as Australia's premier touring destination. Touring experiences will be developed and promoted in the Otways hinterland to link the region's natural attractions, heritage and produce. Warrnambool will be recognised as the western gateway to, and a touring hub of, the Great Ocean Road. Implementation of the Warrnambool Tourism Destination Plan will be supported to progressively increase the destination appeal of Warrnambool as a Great Ocean Road visitor hub.

Tourism bodies and councils also want to investigate the feasibility of a tourist route connecting the Great Ocean Road within existing road reservations to Warrnambool, via the Hopkins River Road Bridge. Marketing alliances, such as the Great Southern Touring Route, will be strengthened to underpin growth in the touring market.

Greater satisfaction for visitors will be encouraged across the Great Ocean Road Region. The region's competitive strength in natural attractions lends itself to further development of state-of-the-art attractions and infrastructure linked to the natural environment. Strategic walking and cycling routes will be developed and promoted along with further development and promotion of the *Great Ocean Road Historic Shipwreck Trail*. Better travel information and signage will help visitors navigate their way around the region.

In addition, high quality accommodation will be encouraged and facilitated, including nature-based accommodation in suitable locations. Caravan parks will continue to be an important source of holiday accommodation in the region. The Victorian Government will protect the existing supply of caravan parks on Crown Land, encourage fair and equitable access to them and ensure they are well managed. There has been some concern from councils and communities in the region about the loss of privately-owned caravan parks, particularly in coastal areas where land values have increased. This increase reflects the popularity of these areas for tourism, property investment and accommodation. The Victorian Government's recently announced land tax reforms will help reduce the impact of land tax on some caravan park operators.

Continued support will be given to event organisers of peak period events, however, issues of accommodation availability and traffic during peak times will require management. Efforts will include encouragement of off-peak events, such as the Fun 4 Kids Festival and the May Racing Carnival in Warrnambool.

Strategic marketing alliances will be strengthened. Great Ocean Road Marketing Inc. and the regional tourism associations, Geelong Otway Tourism and Shipwreck Coast Tourism, will lead by example in industry best practice. Environmental, cultural and social values will be protected and enhanced and tourism will play a lead role in the holistic management of the region.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.1 Promote the geographic and seasonal dispersal of visitation throughout the whole region					
4.1.1	Build on the international status of the Great Ocean Road and the Twelve Apostles to disperse the benefits from tourism more widely across the region year round.	Implement the appropriate strategies and actions of Victoria's Tourism Industry Strategic Plan 2002–2006, the Great Ocean Road Regional Tourism Development Plan, the Victorian Tourism Infrastructure Development Strategy and the Tourism Plan for Public Land in the Otways Hinterland including: <ul style="list-style-type: none"> strengthen and develop appropriate strategic marketing alliances support the role and activities of the regional tourism organisations and local tourism associations promote the identified destinations and attractions, special interest activities and touring support organisers of events held during the off-peak period. 	Short–medium	Department of Sustainability and Environment	Tourism Victoria Parks Victoria Regional tourism organisations Councils Local tourism associations
		Develop and update the three-year regional strategic marketing plans and annual action plans.	Short–medium	Great Ocean Road Marketing	Regional and local tourism organisations Tourism Victoria
		Implement regional tourism associations' three-year strategic business plans.	Short–medium	Geelong Otway Tourism Shipwreck Coast Tourism	Tourism Victoria Councils Local tourism associations

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.1 Promote the geographic and seasonal dispersal of visitation throughout the whole region					
4.1.2	Develop and promote touring experiences through the Otway hinterland that link the region's natural attractions, heritage and produce.	Implement the appropriate strategies of the Great Ocean Road Regional Tourism Development Plan and Tourism Plan for Public Land in the Otways Hinterland: <ul style="list-style-type: none"> • establish main drive touring route through the Otway Ranges connecting Skenes Creek Road, Turtons Track, Beech Forest Road, Lavers Hill–Colac Road and the Great Ocean Road • investigate supporting two-wheel drive and four-wheel drive routes. 	Short	Department of Sustainability and Environment	Tourism Victoria Regional tourism organisations Councils VicRoads Parks Victoria
4.1.3	Encourage high quality nature-based investment to enhance the visitor experience.	Planning for the Otways National Park will include a review of tourism and visitor sites of significance and subsequent investment.	Medium	Parks Victoria	Tourism Victoria
4.1.4	Develop the Triplet Falls to Lake Elizabeth area as a nationally recognised visitor attraction with appropriate facilities.	Implement relevant elements of the Great Ocean Road Regional Tourism Development Plan and Tourism Plan for Public Land in Otways Hinterland including: <ul style="list-style-type: none"> • completion of site improvements and linkages between Lake Elizabeth and Forrest • construct a new trail and board walk at Triplet Falls and Little Aire Falls • construct key sections to improve visitor experience on the Old Beechy Line Rail Trail. 	Short	Department of Sustainability and Environment	Colac Otway Shire Tourism Victoria Parks Victoria

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years

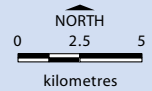
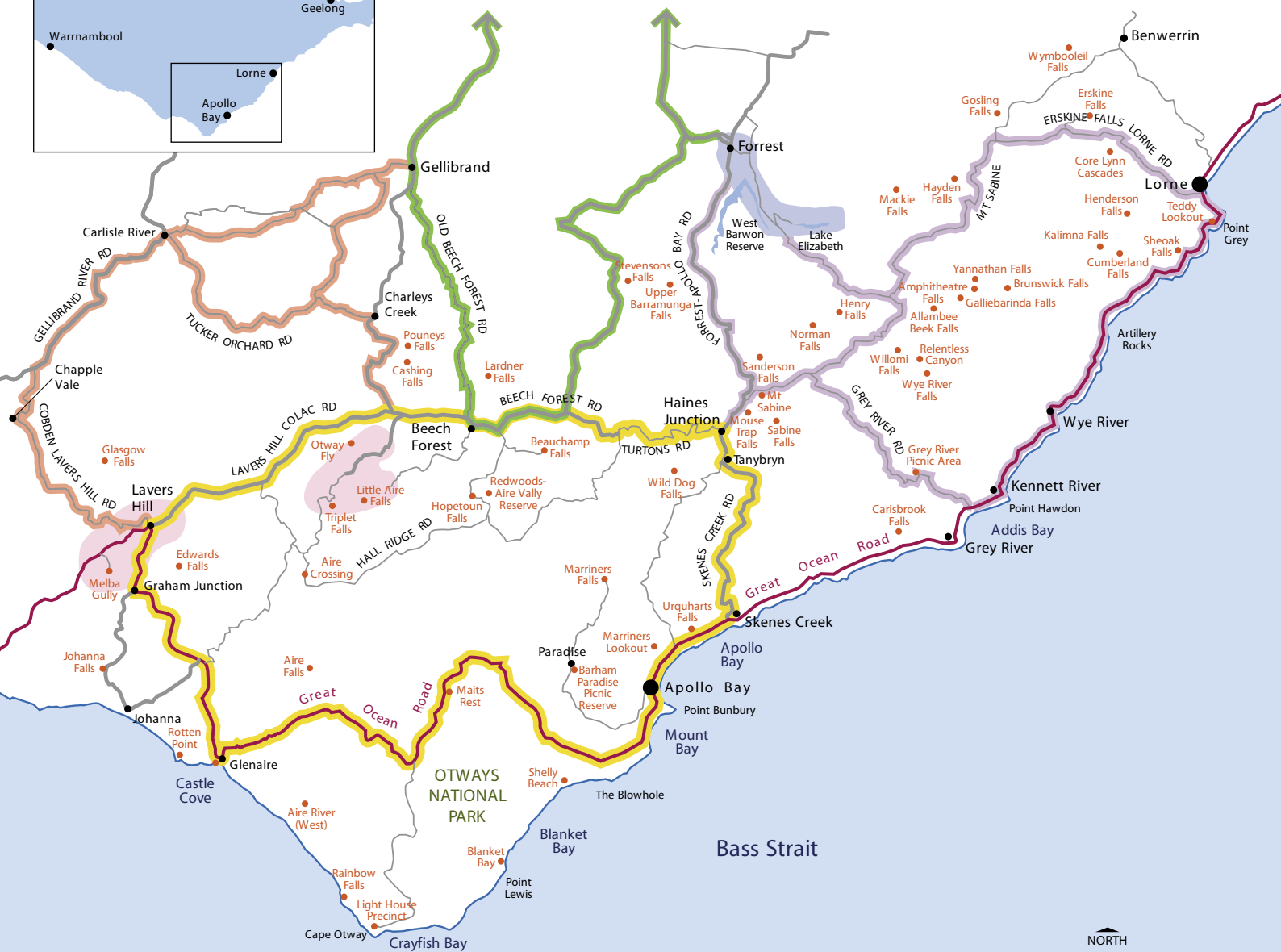
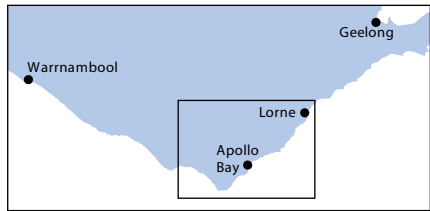


Figure 8 Tourism Plan for Public Land in the Otways Hinterland
 Source: Department of Sustainability and Environment

- | | | | |
|--------------------|------------------------|-------------------------------|---------------------|
| — Great Ocean Road | — Touring Route | — Supporting 4WD Route | — Visitor Nodes |
| — Main Roads | — Main Touring Route | — Extended multiple use route | — Independent nodes |
| — Minor Roads | — Supporting 2WD Route | | — Assisted nodes |

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.1 Promote the geographic and seasonal dispersal of visitation throughout the whole region					
4.1.5	Develop and promote strategic walking and cycling routes and associated infrastructure.	Release and implement the Victorian Trails Strategy.	Short–medium	Victorian Trails Coordinating Committee	Parks Victoria Department of Sustainability and Environment Councils Tourism Victoria Great Ocean Road Marketing Regional and local tourism organisations
		Implement the Tourism Plan for Public Land in the Otways Hinterland’s proposal for short and medium walks and mountain bike trails.	Short	Department of Sustainability and Environment	Tourism Victoria
		Complete the construction of the Great Ocean Walk as a world-class long distance coastal walking experience, having completed thorough environmental and cultural assessments on the alignment.	Short	Parks Victoria	Tourism Victoria Councils
		Maintain and seek further improvements to the Great Ocean Walk, encouraging the tourism industry and local communities to provide complementary services such as ecotourism guides, accommodation, food and transport services.	Ongoing	Parks Victoria	Tourism Victoria Councils Regional and local tourism organisations
		Integrate the Great Ocean Walk and hinterland experience into regional and state tourism marketing campaigns.	Ongoing	Councils Regional tourism organisations	Tourism Alliance Victoria Tourism Victoria
		Complete the Great Ocean Road Historic Shipwrecks Trail from Moonlight Heads to Point Lonsdale with signage, lookouts and associated infrastructure.	Short–medium	Heritage Victoria	Tourism Victoria
4.1.6	Promote the region as Australia’s premier touring destination.	Develop an integrated regional touring plan including maximising benefits of the Great Southern Touring Route and Melbourne-Adelaide Touring.	Short	Great Ocean Road Marketing	Great Southern Touring Route Tourism Victoria

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.1 Promote the geographic and seasonal dispersal of visitation throughout the whole region					
4.1.7	Reduce seasonality of visitation through appropriate marketing strategies and product development, including major events that encourage off-peak visitation.	Support organisers of events held during the off-peak period.	Short	Councils	Tourism Alliance Victoria Tourism Victoria Regional tourism organisations
		Develop and update one and three-year regional marketing plans.	Short-medium	Great Ocean Road Marketing Tourism Victoria	Regional and local tourism organisations
		Implement regional tourism organisations' three-year strategic business plans.	Short-medium	Geelong Otway Tourism Shipwreck Coast Tourism	Tourism Victoria Councils
4.1.8	Encourage and facilitate more high-quality accommodation, including nature-based accommodation in key towns and suitable locations near visitor attractions such as national parks.	Assist in facilitating regional priority projects identified in the Victorian Tourism Infrastructure Development Strategy, including: <ul style="list-style-type: none"> • Angahook-Otway National Park nature-based tourism opportunities • investigate feasibility of a world-class tourism and visitor interpretive centre and precinct in the Port Campbell / Twelve Apostles area • Eco Lodges Accommodation opportunities. 	Short	Tourism Victoria	Department of Sustainability and Environment Regional tourism organisations Councils Parks Victoria
4.1.9	Protect the existing supply of Crown Land camping grounds and caravan parks, ensuring maximum public availability.	Continue to ensure fair and equitable access to caravan sites in Crown Land caravan parks.	Ongoing	Department of Sustainability and Environment	Crown Land committees of management
4.1.10	Raise the professionalism and standards of the region's tourism industry.	Develop and implement statewide Professionalism and Excellence Strategy.	Short-medium	Tourism Victoria	Regional tourism organisations
		Develop and utilise appropriate research to ascertain visitor satisfaction levels in the region.	Medium	Regional tourism organisations	Tourism Victoria Tourism businesses
		Encourage operator participation in business development programs such as Staying in Tourism and Succeeding in Tourism.	Short	Tourism Alliance Victoria	Tourism Victoria Regional tourism organisations Local tourism associations

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Strategy 4.2: Develop world best practice sustainable tourism

Response

World best practice sustainable tourism will be developed throughout the region. To optimise economic, social and environmental benefits, tourism planning and management must be integrated with other regional development initiatives and planning activities.

The key challenge for businesses in all parts of the tourism industry is to adopt ecologically sustainable practices in their day-to-day operation. Businesses, particularly small business, must increase their commitment to safeguarding the environment as it is the basis for much of their trade. The transparency of tourism and its effects on the local community, such as the seasonal visitation effects on local infrastructure, services and quality of life, must be taken into account.

The implementation of the *Tourism Plan for Public Land in the Otways Hinterland* and creation of an expanded national park will also contribute significantly to the development of sustainable tourism. Geelong Otway Tourism's *Sustainable Tourism Strategy* is an important regional initiative for developing world best practice sustainable tourism.

A number of programs currently being developed in the region provide a practical means for developing a sustainable tourism industry. These include:

- **Green Globe 21** is the worldwide benchmarking and certification program that facilitates sustainable travel and tourism for consumers, companies and communities. It is based on *Agenda 21* and *Principles for Sustainable Development* endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. Geelong Otway Tourism's Green Globe project provides a means of encouraging more sustainable tourism in the region.

As part of this program, Geelong Otway Tourism, the Cooperative Research Centre for Sustainable Tourism and Surf Coast Shire Council, supported by Tourism Victoria, are undertaking a community benchmarking project to develop a series of social indicators. Surf Coast Council is only the third council in Australia to undertake work as part of this program and Shipwreck Coast Tourism is also now a Green Globe affiliate.

The opportunity exists for the whole Great Ocean Road Region to develop world best practice sustainable tourism through participation in the Green Globe 21 program.

- The **Eco Certification Program** is a tourism product certification scheme developed by Ecotourism Australia to identify genuine ecotourism and nature tourism operators in Australia. The Eco Certification Program is now being exported to the rest of the world as the International Ecotourism Standard.

Ecotourism and nature tourism certification provide industry, protected area managers, local communities and travellers with an assurance that a certified product is backed by a commitment to best practice ecological sustainability, natural area management and the provision of quality ecotourism experiences.

The implementation of these programs is a practical means of encouraging tourism operators to develop more sustainable tourism practices. Local government business awards provide another way of recognising excellent business practices.



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.2 Develop world best practice sustainable tourism					
4.2.1	Sustain and enhance the region's natural values and assets through well-managed tourism development and planning.	Implement relevant initiatives from the Great Ocean Road Regional Tourism Development Plan: <ul style="list-style-type: none"> • complete Destination Plans for destinations and villages, as required • provide guidance to regional tourism associations and local government regarding respective roles and responsibilities in tourism planning and development. 	Medium–long	Tourism Victoria	Local tourism associations Tourism Alliance Victoria Councils Regional tourism organisations Parks Victoria
4.2.2	Encourage the adoption of sustainable tourism by the region's tourism industry.	Encourage the regional sustainable tourism projects such as Geelong Otway Tourism's sustainable (Green Globe 21) tourism benchmarking project.	Short–medium	Tourism Victoria	Department of Sustainability and Environment Parks Victoria Councils Regional tourism organisations
		Promote industry standards and accreditation such as Green Globe 21 and the Eco Certification Programs and recognition programs that reward environmental responsibility.	Ongoing	Tourism Victoria	Victorian Tourism Operators Association Tourism Accreditation Board of Victoria Regional tourism organisations Green Globe 21 Ecotourism Australia
4.2.3	Facilitate the identification and development of arts and cultural tourism in regional tourism planning.	Implement relevant strategies and actions of the following strategies and plans: <ul style="list-style-type: none"> • Victoria's Tourism Industry Strategic Plan 2002–2006 • Victoria's Aboriginal Tourism Plan • Great Ocean Road Tourism Development Plan 2004–2007 • Victoria's Arts, Theatre and Cultural Heritage Tourism Plan 2002–2006. 	Short–medium	Tourism Victoria	Heritage Victoria Cultural Tourism Industry Group Councils Regional tourism organisations Aboriginal Tourism Reference Group Parks Victoria
		Undertake a tourism capacity building initiative to build tourism yield in the Otways hinterland townships.	Medium	Department of Sustainability and Environment	Parks Victoria Colac Otway Shire Geelong Otway Tourism Victorian Tourism Operators Association
		Identify tourism opportunities within the regional arts and cultural sector, in consultation with local government representatives (cultural officers).	Short	Regional tourism organisations	Heritage Victoria Councils Cultural Tourism Industry Group Tourism Victoria

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years



Strategy 4.3: Direct significant tourism facilities to key towns and strategic locations

Response

The Great Ocean Road Region plays a vital role in Victoria's domestic and international tourism performance. Forestry, commercial fishing reforms and the Victorian Government's commitment to terrestrial and marine parks have increased the focus on tourism as a major economic and social driver for the region. The Angahook-Lorne State Park and the Otway National Park include some of Victoria's most spectacular and unspoiled landscapes. An expanded national park will provide a once-off opportunity for Victoria to deliver a 'bench mark' nature-based and heritage tourism destination.

There is strong investor interest in this region, with a number of significant projects recently receiving planning approval and others in development. These projects will further enhance the region as Victoria's leading destination for nature-based tourism. Highway and hinterland road upgrades have also helped to make the region more accessible for short break and day trips.

Priorities include the need for improved conference facilities in regional centres and quality accommodation to support the conference and group-travel markets. Increasing yield (particularly by further converting the day trip market to overnight stays) is also a priority. Projects such as a world-class interpretive centre in the vicinity of the Twelve Apostles and upgraded foreshore infrastructure at major coastal nodes will assist this growth and improve the visitor experience over a range of market segments.

The hinterland and the Otways provide significant potential for expanding the region's product offer and increasing length of stay and yield. Opportunities for quality niche accommodation, interpretation and nature-based infrastructure require further review and development and are a priority.

Further impact studies are required but stakeholder consultation has reinforced the need for quality infrastructure to improve the visitor experience across a wide range of market segments. Delivery strategies are also required to ensure new infrastructure is in place ahead of demand.



No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.3 Direct significant tourism facilities to key towns or strategic locations					
4.3.1	Assist council to undertake a feasibility study into the use of the harbour at Apollo Bay as a major tourism precinct, boating and recreational facility in the long term.	Prepare a master plan, investment prospectus and archaeological survey of the Apollo Bay Harbour precinct.	Medium	Colac Otway Shire	Tourism Victoria Department of Sustainability and Environment Department of Innovation Industry Regional Development Department of Infrastructure
4.3.2	Identify strategic locations for major tourism attractions and associated visitor facilities.	Assist in facilitating regional priority projects identified in the Victorian Tourism Infrastructure Development Strategy and Plan for Public Land in the Otways Hinterland, including: <ul style="list-style-type: none"> • Angahook-Otway National Park nature-based tourism opportunities • Great Ocean Road Interpretation Precinct • Eco Lodges Accommodation opportunities. 	Short	Councils	Tourism Victoria Parks Victoria Department of Sustainability and Environment Regional tourism organisations
4.3.3	Develop a world-class interpretive centre for the region in the Port Campbell/Twelve Apostles area.	Parks Victoria will lead a project for the feasibility planning of a world-class tourism and visitor interpretive centre and precinct with associated infrastructure.	Short	Parks Victoria	Tourism Victoria Councils

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years





Strategy 4.4: Support land use and transport needs of key regional industries

Response

The natural environment and resources of the Great Ocean Road Region form the basis of its prosperity. Primary industries, such as dairying and plantation timber, are important to the regional economy and communities, particularly hinterland communities. The region's natural resources, such as gas and wind, provide potential for sustainable development and resource use along with associated infrastructure and community services.

Localised planning exercises such as structure plans will also help ensure the land use and transport needs of industry are met. Work being done by the City of Warrnambool and Moyne Shire on a proposed industrial/business park in Allansford is a specific example of this type of work.

In addition, the land use and transport needs of the region's primary industries will be supported through improvements to road safety and the introduction of new planning controls.

Primary industry is a heavy user of roads in the hinterland, with increasing use of B-double vehicles and higher mass vehicles. VicRoads will continue to undertake road and bridge maintenance on hinterland routes and develop proposals for further improvements on the Princes Highway West. This section of Princes Highway is the key east-west route in south-western Victoria, providing a strategic transport link between Melbourne, South Australia and Adelaide (see also Strategies 3.2 and 3.3). The *South West Dairy Industry Project* is examining road and bridge infrastructure issues relating to milk collection. As part of this project, Regional Development Victoria and councils are working together on specific issues such as bridge upgrades, farm gate access and economic development issues relating to the dairy industry, such as power supply.

In addition, new rural zones will be applied by councils across the region. Clearly focused rural zones that protect the rights of farmers to farm and prevent ad hoc development are critical for rural Victoria. The recent *Rural Zones Review* has led to the adoption of new zones for rural Victoria, with clearer purposes and tighter controls. Existing zones did not adequately recognise the importance of agriculture, and led to increased land use conflicts by allowing a range of non-farming uses in rural areas.



A new Farming Zone, a new Rural Activity Zone and a revised Rural Living Zone have been adopted. In November 2003, a new Rural Conservation Zone was also introduced into the *Victoria Planning Provisions* as part of the Victorian Government's protection of Melbourne's Green Wedges. Councils will determine how and when the new zones will be applied across Victoria. Translation to the new zones must occur either before or as part of a council's next three-year review of its planning scheme.

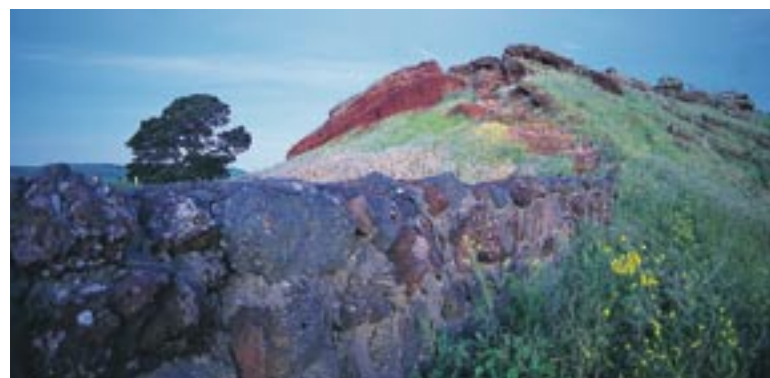
Regional Development Victoria's (RDV) programs offer potential funding sources for infrastructure and economic development projects that would contribute to the achievement of this Strategy's land use and transport directions. For example, the RDV Regional Infrastructure Development and Small Towns Development Funds have resulted in several infrastructure projects, including:

- Warrnambool Flagstaff Hill Maritime Village
- Lorne foreshore streetscape projects
- Winchelsea Visitor Information Centre
- Colac Otway Performing Arts and Community Centre
- Colac Visitor Information Centre
- Great Ocean Road (Apollo Bay) Visitor Information Centre.

These projects are assisting in the spreading of visitors across the region and at key strategic locations. They are also improving information provision and promoting a greater understanding of the region's cultural history.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.4 Support land use and transport needs of key regional industries					
4.4.1	Encourage initiatives to provide adequate land for residential and industrial development.	Prepare council economic development strategies to maximise new opportunities in the region.	Short	Councils	Regional Development Victoria
4.4.2	Support recommendations relating to land use and transport from the South-West Victoria Dairy Industry Project.	Work with the South West Dairy Industry Project Group to progress the implementation of the project.	Ongoing	Councils	Regional Development Victoria

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years





Strategy 4.5: Use natural resources with care

Response

Our Water Our Future

Victoria's prosperity depends on a secure water supply for homes, farms, environment and industry. Water is one of the Great Ocean Road Region's most important resources. The framework provided by the *Great Ocean Road Region Strategy* will enable the integration of land use planning and water management planning.

Our *Water Our Future* is an 'action plan' to ensure Victoria can meet its water requirements for the next 50 years. It will enable smarter water use and management across the state, and provide greater security of access to water for farmers, businesses, households and communities. Our *Water Our Future* details 110 new initiatives for water conservation aimed at every sector of the community. These groundbreaking actions will:

- secure water for farms through pioneering water allocation and trading systems
- permanently save water in our towns and cities through common sense water saving and recycling measures
- price water to reward those who use it wisely
- protect and enhance rivers and groundwater systems by giving them legal water rights and conducting restoration works.

Our *Water Our Future* will see Great Ocean Road estuaries benefit from large-scale, integrated river health programs to improve rivers. Other initiatives include the provision of additional funding for council water management plans in regional areas, and the preparation of water sensitive urban planning guidelines to assist developers and councils to achieve 25 per cent water savings in developments.

Wind energy

In Victoria, wind energy has a particularly important role to play in increasing the sustainability of our energy supply and reducing our reliance on fossil fuels. Wind farm proposals in the region have attracted both community concern and interest. All proposals will be considered in relation to the Victorian Government's *Policy and Planning Guidelines for Development of Wind Energy Facilities in Victoria (2002)*.

Consideration of the possible impact of wind farm proposals on landscapes has been strengthened. A preliminary landscape assessment is now required to accompany a referral to the Minister for Planning on the need for an Environmental Effects Statement for a proposed wind energy facility. A peer reviewed visual impact assessment on the landscape is also required from proponents. Regional landscape assessments and other measures implemented as part of this Strategy will provide an additional basis for informing decisions about local wind farm proposals.

The *Victorian Wind Atlas*, launched in January 2004, has significantly improved information about wind energy in Victoria. It identifies 12 municipalities with significant areas of high wind speeds. The Atlas identifies the potential for wind development in Victoria and highlights land reserved under the *National Parks Act 1975* where wind energy facilities are not permitted. It also shows areas where such development is unlikely. These areas include land that is remote from the electricity grid, is environmentally protected or consists of rugged terrain. The Wind Atlas demonstrates that significant wind resources are to be found away from the coast.

Adapting to climate change

Around the world, the climate is changing due to the enhanced greenhouse effect. Climate change is more than a warming trend. Increasing temperatures will lead to changes in many aspects of weather, such as wind patterns, precipitation and the frequency and severity of extreme weather events.

The *Victorian Greenhouse Strategy (2002)* provides a comprehensive response to climate change. The strategy outlines 59 actions the Victorian Government is taking to reduce greenhouse gas emissions across a range of sectors and to improve our understanding of climate change impacts. As part of this work, in 2002, the Victorian Government commissioned the CSIRO to undertake a regional assessment of climate change impacts for Victoria. These projections indicate that, by 2070, in the Great Ocean Region:

- the temperature will be 0.7 to 4.3°C warmer compared with 1990
- the frequency of extreme maximum temperatures will increase, with up to four times more hot days (over 35°C)
- rainfall decreases are likely, with projected changes in annual rainfall ranging from +10 to -25 per cent

- droughts are likely to become more frequent and longer, particularly in late winter and early spring
- winds are likely to intensify in coastal regions, particularly in winter as a result of more intense low pressure systems, which may also become more frequent
- the sea level will rise from 7 to 55 centimetres (0.8 to 8 centimetres per decade).

Warmer temperatures and lower rainfall could have significant impacts on Victoria’s biodiversity and our important agricultural and tourism industries.

As part of implementing the *Victorian Greenhouse Strategy*, the Victorian Government is funding programs to help reduce greenhouse gas emissions. The Regional Partnerships Program is an initiative under the *Victorian Greenhouse Strategy* and provides a framework, supported by government funding, for a regional facilitation officer. This program will be developed with the South West Sustainability Partnership. An officer will be appointed for the Corangamite region to establish partnerships that encourage councils, communities and the private sector to work together on greenhouse gas abatement projects. The Victorian Coastal Council is working on strategies to assess the impacts of climate change and adaptation strategies.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.5 Use natural resources with care					
4.5.1	Support the development of wind energy, gas extraction and geothermal energy in suitable locations.	Establish a regional facilitation officer to work with local government, communities and the private sector on greenhouse gas abatement projects.	Short	South West Sustainability Partnership	Department of Sustainability and Environment

* Short – start within 12 months
 Medium – start in 1–2 years
 Long – start in 2–5 years



Strategy 4.6: Improve safety and emergency management planning

Response

Managing seasonal peak visitation

The Great Ocean Road Region's popularity presents a number of management challenges, particularly during high visitation periods. An integrated approach involving long-term and short-term measures will be used to manage peak seasonal visitation to the region as well as related issues such as emergency and fire management. The Strategy's key directions of access, settlement growth and tourism development provide a robust long-term approach for spreading tourism and visitation across the region and encouraging longer stays. It is recognised there are already important plans and procedures in place to manage safety and emergency management in the region.

The municipal emergency management planning process is undertaken by each council under the *Emergency Management Act 1986*. These plans require councils and communities to consider the types of risks and potential emergency situations in their area and develop principles and procedures that can be activated for each event. A municipal emergency management planning committee must be formed, with representation from councils, response agencies, recovery agencies and local community groups involved in emergency management issues.

Despite these plans and processes, there are a number of factors that make this issue a particular challenge and an ongoing risk for the region:

- high visitation to the region during summer resulting in higher demand for resources
- specific risks associated with fire in the region, particularly for coastal areas and the Otways
- emergency management issues associated with the Great Ocean Road as the coastal regional access route and iconic visitor attraction
- growth of coastal settlements and the number of dwellings situated outside towns
- increasing popularity of the region as a stage for major events.

To address these issues, the Surf Coast Shire and the Office of the Emergency Services Commissioner will facilitate the development of a project to improve emergency and event management planning. The outcome of this process will be a clearer understanding of the current situation and suggested improvements to systems and processes for emergency management and greater capacity of communities to respond to these issues.



Fire management

The potential for a major fire sweeping along the coastline of the Great Ocean Road and causing considerable loss of life and property is real. The recent proliferation of residential dwellings in highly flammable, coastal vegetation within close proximity to forested public land is a significant issue. Of particular concern is the risk from wildfires to private assets in the vicinity of public forested land and the potential for escapes from fuel reduction burns.

The Department of Sustainability and Environment's *Otway Coast Risk Management Strategy* looks at the risks posed by wildfire along the Otways coast and the current strategies to address those risks, such as fuel reduction burning and community engagement. Management of fire and fire-related activities on public land occurs through the recently revised *Otways Fire Protection Plan* (wildfire prevention, preparedness, suppression and recovery)

and the *Otways Fire Operation Plan 2003–2006* (proposed uses of prescribed fire, new fire preparedness works, and fire related education programs).

Some sections of the community have also expressed concern about the difficulty of achieving good fire protection because of the clearances allowed by council planning scheme native vegetation control overlays. A review of vegetation management and fire protection management will be undertaken by councils, the Department of Sustainability and Environment, Parks Victoria and the Country Fire Authority to reduce risk from wildfire to the community. This project is being trialled in outer Melbourne with a view to examining its statewide implications. The Department of Sustainability and Environment will also develop a project with Surf Coast Shire to examine local planning policies relating to measures for vegetation and fire protection.

No.	Initiative	Action	Time frame For commencement (short, medium, long)*	Lead agency	Partners
4.6 Improve safety and emergency management planning					
4.6.1	Improve emergency and event management planning.	Develop an emergency risk management project that addresses tourism, community awareness and fire management.	Short	Surf Coast Shire	Office of the Emergency Services Commissioner Regional tourism organisations Emergency services organisations VicRoads
4.6.2	Review relationship between vegetation management and fire protection management provisions in planning schemes.	Undertake a project with Surf Coast Shire to address planning control issues relating to vegetation protection and fire protection.	Short-medium	Department of Sustainability and Environment	Country Fire Authority Councils Parks Victoria

* Short – start within 12 months
Medium – start in 1–2 years
Long – start in 2–5 years