GREAT OCEAN ROAD REGION STRATEGY

FACILITATION AND CONSULTATION ANALYSIS REPORT

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TABLE OF CONTENTS

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1   EXECUTIVE SUMMARY

The public consultation process has elicited a wide and complex range of issues across the region.

Consultation revolved around a series of workshops held in the region, Geelong and Melbourne and through written submissions. Except for one workshop where key stakeholders attended by invitation all other workshops were open to the public. Any person could make a written submission.

Participants and submitters were drawn from across the region, from Melbourne and Geelong, from other parts of the western coast and regional Victoria. Many respondents were residents of coastal towns in the region or had a close interest in coastal issues.

The highest numbers of comments were directed to matters affecting the coastal area.

Concerns were expressed about a variety of trends that were perceived to be threatening the region including impacts on the natural environment, the associated scenic qualities of the region and the overdevelopment of coastal towns. These concerns were amplified at the workshops and through written submissions.

Despite the many issues raised, and the differences of opinion about a range of matters, certain key matters were strongly reinforced throughout the workshop/submission process. These relate to preserving the natural beauty and natural resources of the region, safeguarding the valued lifestyles offered by the region and protecting the character of existing townships.

The consultation process confirmed the need for a strategy that can set a vision to embrace a full range of economic, environmental and social issues. Protection and enhancement of the natural environment was put forward as a key attribute of the region's future development.

Tourism was seen as a key driver of economic well being for the region. But, there were concerns that interrelated commercial development that did not pay sufficient regard to the environment, natural beauty of the area and character of the townships would seriously diminish the very attractions of the region.

Other issues, including enhancement of the dairy industry, and improvements to a range of public utilities and social services were seen as key to a sustainable future.

While a clear message from the participants was a desire for measures to safeguard the environment and lifestyles of residents, so to was a desire to improve access for the growing communities and visitors to the region. Many supported changes to the Great Ocean Road to improve safety but not at the expense of the scenic character of the route. Many participants supported the use of inland roads as an alternative source of access to coastal towns.

While the coast acts as the key attractor for tourism many felt that tourism should be more broadly spread across the region.

Many considered that a clear vision is needed for the whole region. However, based on the responses received the greatest concerns are directed towards the future of the coast. The Otway Ranges were also seen as an important natural and scenic resource. However, fewer comments were made about the importance of the rural hinterland.

There is concern by many that there is no overall mechanism for coordinating the programs of State and local governments and other service providers. Suggestions were made about creating a regional planning body or a coastal municipality to provide for improved management of the region as whole or the coastal area.

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2   INTRODUCTION

2.1   Role

Robin Saunders Environmental Solutions Pty Ltd was engaged by the Department of Infrastructure (DoI) on 11 October 2001 to provide facilitation and consultation analysis services for the Stage 1 development of the Great Ocean Road Region Strategy. The facilitation was led by Robin Saunders, and consultation analysis by Alastair Kellock.

2.2   Process

The structure of the workshops was developed by the consultants in consultation with Janice Stanford, Director, Strategic Policy Unit, and John Edwards of DoI. A kit was prepared for each participant, which contained:

- a double sided sheet describing the strategy and the process;
- a copy of the media release for the strategy launch;
- a copy of the Discussion Paper;
- a feedback form;
- an outline of the workshop agenda;
- a summary of the text of the story boards; and
- pages for participants' comments on values, trends and evaluation of the workshop.

A number of small group facilitators were provided from DoI Geelong and Melbourne offices, and one from the Warrnambool City Council. Robin Saunders conducted a half-day training session for the small group facilitators in Geelong on 23 October. The consultants in conjunction with DoI developed the content and format of four storyboards. The storyboards had the themes:

- Growth based on current trends;
- Accelerated Growth;
- Targeted Growth; and
- Growth Secondary to Landscape and Nature.

The storyboards were displayed at the workshops, but were not used otherwise (see Appendix A).

2.3   Conduct of the Workshops

Each workshop followed a similar format. After a brief introduction and statement of the workshop purpose by the facilitator, Janice Stanford provided an overview of the Discussion Paper. (At Port Campbell, John Edwards provided the overview.) Participants then worked individually to write down three or four things they valued about the region (Session 3) and current trends that threatened those values (Session 4). Participants then worked in groups of about seven or eight people. Each group was assisted by a small group facilitator, who helped them select a recorder and a reporter from within the group, and assisted them to have a productive discussion. The groups addressed four further topics:

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- the future they hoped for (Session 5.2);
- major challenges faced in achieving that future (Session 5.3);
- Actions taken now to overcome the challenges (Session 5.4); and
- newspaper headlines in 2020 that celebrate the achievements (Session 5.5).

The groups recorded points that arose in discussion on butcher's paper. At the end of each session, participants were invited to share points that they had developed with the other workshop participants, to provide an opportunity for feedback between the groups.

At Colac and Geelong the number of participants was small and there was no need to break into small groups.

At the end of each workshop, participants were asked to fill in an evaluation form. Some concluding remarks were made by Janice Stanford, and the workshop was closed.

Following the successful completion of the Key Stakeholder Workshop at Colac and six Community Workshops, it was decided to hold a further Community Workshop at Geelong.

The attendance at the Workshops is shown in Table 1.

Table 1   Attendance at the workshops

Location	Lorne	Melbourne	Apollo Bay	Colac	Anglesea	Warrnam-bool	Port Campbell	Geelong
Date	26/10	30/10	31/10	1/11	3/11	7/11	8/11	20/11
Attendance	42	40	53	12	56	40	40	10

The total attendance at the seven workshops was 293 people. Cameron Forbes of the Australian observed both the Melbourne and the Apollo Bay workshops. The Key Stakeholder Workshop was held over 3½ hours (including a lunch). The Community Workshops were held over 2 hours.

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The questions asked at the Workshop are shown in Table 2.

Table 2   **Questions asked at the workshops**

Values	What do you value about the region?	Individual work
Threatening trends	What current trends threaten those values?	Individual work
Future	Think of yourself in 20 years in the future. Picture what positive features of the region stand out and that have changed significantly from 2001.	Small group work
Challenges	Still 20 years in the future, identify the major challenges that were faced by the community and governments in achieving the improvements you have identified above.	Small group work
Actions	What actions were taken at the beginning to start overcoming the challenges identified above?	Small group work
Headlines	In the local newspaper in 2020, you read about the achievement of considerable progress towards sustainability in the region. What are the headlines?	Small group work

2.4 Reporting

The individual sheets recorded by participants (values, threatening trends and evaluation) were collected and transcribed. (DoI provided assistance in transcribing the values and threatening trends for the Melbourne, Apollo Bay, Anglesea, Warrnambool and Port Campbell workshops.) Small group output on Sessions 5,2. 5.3, 5.4 and 5.5 were also transcribed and amalgamated. A four page Summary report was then prepared for each workshop. Reports were thus prepared for each workshop on:

- Evaluation
- Session 3;
- Session 4;
- Session 5; and
- Summary

These reports were provided to DoI progressively. A short Interim Report and verbal explanation was provided to the Steering Committee meeting on 13 November 2001.

2.5 Evaluation comments

The evaluation sheets requested participants to tick boxes to indicate aspects of the workshops that they value, and to indicate an overall rating on a 1 (good) to 5 (bad) scale on the venue and the conduct of the workshop. The results are summarised in Table 3.

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Table 3   Evaluation of the workshops
Mean scores for each workshop

Workshop Location	Number of evaluation sheets completed	What were the most important aspects of the workshops for you? (number of ticks)							What helped you to contribute your views on the region?			What didn't you like?				Were the workshop arrangements and venue satisfactory?	
		DoI overview	Values	Threats	Positive improvements	Major challenges	Important actions	Headlines	Stimulation from the Workshop approach	The work of the facilitators	Small group work	The pace was too fast	The pace was too slow	The content was too restrictive	The workshop worked well	The venue (score 1-good, t0 5-bad)	The conduct of the workshop
Lorne	34	9	16	15	20	17	17	10	14	7	24	7	1	4	19	1.6	1.8
Melbourne	40	14	26	19	20	27	26	11	20	13	26	7	1	7	25	1.3	1.5
Apollo Bay	39	13	21	19	15	17	13	3	20	8	17	13	0	5	13	2.0	2.0
Colac	10	4	7	9	7	7	7	4	4	5	6	0	0	2	7	1.7	1.6
Anglesea	55	25	26	29	29	25	22	18	30	20	32	11	2	9	30	1.7	1.8
Warrnam-bool	24	6	11	6	9	13	7	4	12	3	18	3	0	4	15	1.8	1.9
Port Campbell	40	6	20	15	23	20	14	4	22	20	24	3	0	0	24	1.3	1.5
Geelong	10	6	6	6	6	7	6	3	7	8	6	0	0	3	5	1.4	1.2
Total	252	83	133	118	129	133	112	57	129	84	153	44	4	34	138	n.a.	n.a.
Weighted average		33 %	53 %	47 %	51 %	53 %	44 %	23 %	51 %	33 %	61 %	17 %	2 %	13 %	55 %	1.6	1.7

Most responses to Question 5, Other Comments, were positive (e.g. "We liked being consulted", "One of the best such workshops I've attended", "Very interesting to hear so many views"). Some responses noted the short notice given for the workshops, while others focussed on the need for those developing the strategy, and government, to listen to the views expressed and to include them in the strategy. A number of attendees felt the region should extend to Portland.

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3 WORKSHOP DATA

Responses from each workshop were summarised under the headings Environmental (including natural environment, biodiversity and landscape), Social (including lifestyle, townships, community, cultural, activities and recreation), Economic (including business and industry, tourism, access and services) and Integrating for Sustainability (including vision, planning framework and management arrangements). Under these four main headings, separate subheadings were provided for the Session themes (Values, Threatening Trends, Future, Challenges, Actions and Headlines).

The overall report follows the same format, and integrates the individual workshop summary reports.

The following outlines the range of comments that emerged through the workshops. Not all issues were repeated at all workshops or by all tables at each workshop. The following is therefore a synopsis of all comments raised during the workshop process.

3.1 Environmental

3.1.1 Values

Natural values   Participants valued the wonderful, unspoiled, pristine, unique, natural environment, the natural bush and the Otway National Park, the undeveloped beaches, the unpolluted ocean and clean fresh water and air, and the climate. The fact that the natural environment dominates the built environment is highly appreciated. "The areas of native vegetation from heathlands, estuaries, forested areas, streams flowing to the ocean, to cliff face vegetation" and the "marine environment free of impacts from land based water pollution, nutrients and sediments" were valued.

Biodiversity   The biodiversity of much of the flora and fauna, including the terrestrial and marine environments, was seen as unique and significant. Native vegetation, birds, wildflowers, orchids and wild life in the area are environmentally significant and valued by residents and visitors alike. As one participant eloquently put it: "Wilderness aspects—scope and space for continuing evolution of flora and fauna free (relatively!) from human harmful impact. This is our greatest responsibility by far, to ensure that this natural resource survives into the future for other generations to appreciate; but also as a range of ecosystems in their own right."

Landscape   The diversity of world class scenery, magnificent seascapes, long vistas of undeveloped heath land and beaches, rainforest, the unspoiled country environment inland from the coast—stunning scenery unspoilt to a great extent by human activities—is prized. "The combination of spectacular coastal, rural agricultural and natural forests, woodland, heath environments makes up a special region of the world."

3.1.2 Threatening trends

Natural values   Participants expressed concerns about degradation of environment through pressures such as tourism and logging and poor management of natural assets by NRE (principally through being under resourced) were cited. A loss of vegetation and biodiversity with increased development was anticipated, and environmental destruction and pollution of the air, bush, beaches, rivers and the ocean

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through damage done by people, including increased traffic and unsewered residential areas.

Most attendees felt that clear fell logging and the woodchip industry is compromising the flora and fauna and water catchment values, causes conflict, ruins forest drives, destroys river water quality, and silts up the marine biology near river mountains. There was concern about the danger on the roads from logging trucks. Some felt that a restructured forestry industry based on private plantations should be encouraged.

"…the move to log close to Sabine Falls, the longest falls we have in the Otways. For quite some time there has been a not so subtle plan to turn people away. DNRE has for many years refused to clear track blockages. Now we have a campaign to obliterate references to Sabine Falls, and tracks to same from maps."

The ability of the Port Campbell National Park to cope with ever increasing visitor numbers, and the loss of isolated nodes within the park were seen as threats. Increased levels of visitation are impacting on natural and environmental values due to the requirement for new infrastructure, land degradation, pollution and noise. Pressure to exploit coastal views is threatening the landscape, while the wilderness is under threat.

The threats to environmental flows from water harvesting and farming were identified. Pollution, sewerage wastewater discharge to the ocean and the delays in proclaiming marine parks were also nominated as threats.

Threats to the natural environment included the invasion of environmental weeds and feral animals, inappropriate trail bike and four wheels drive use, increasing tourist numbers, and commercial developments that impinge on the natural environment. The lack of respect for the natural environment from a percentage of visitors, lack of knowledge of our impact on the environment, and general apathy regarding the ocean environment (it is huge and it will absorb anything) were additional threats.

Landscape   "The natural beauty needs protection i.e. designated walking tracks, cessation of logging in Otway State Forests, fencing off and revegetation of coastal sand dune areas etc. Without the preservation of the natural attractions, visitor numbers will fall." The aesthetic enjoyment of the area was threatened by inappropriate and over-development: "Buildings not conducive to maintaining the environment – strip development along the coast is UGLY and destroys all that is enjoyable about the place." "The growth of villages is encroaching on the natural environment surrounding them, threatening the visual and spiritual quality of the area, which derives much of its value from the lack of human development." The lack of public acquisition of public land to protect views was another trend of concern.

The forest itself was seen by some as a massive fire threat to life and property, while others felt that inappropriate housing materials for a bushfire environment were often used.

3.1.3 Future

Natural values   The vision of the future was one where successful land and forest management have preserved and enhanced the values of the region. Environmental issues and pressures have been successfully addressed. A greater proportion of Otways water is used for environmental flows, and water-use in Geelong and other regional towns were managed better.

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Biodiversity   The GOR region has World Heritage listing, and large Marine Parks have been declared. The Otway National Park and Port Campbell National Park have been expanded to incorporate all adjacent crown land and to provide a "Ridge to Reef" National Park. Development within the National Parks has been kept to a minimum. Logging has ceased in native forests, which have been preserved and fauna and water quality protected. Infrastructure is less visible with underground power lines and more discrete parking.

There is greater respect for the environment and awareness of environmental values and biodiversity. Better management on crown land has controlled environmental weeds in the region, and degraded areas are revegetated. Exotic "garden escapes" have been controlled and no longer threaten biodiversity values, while treated effluent would no longer be discharged into the sea.

3.1.4   Challenges

Natural values   Putting the environment first, putting a 'value' on it, and making long-term environmental sustainability across the whole region a priority for the majority were key challenges. This required a focus on the improvement of environmental standards and management. Education for best practice environmental management needs to be widely adopted

Biodiversity   Effective management of flora and fauna, forests (including reducing or eliminating logging, while providing alternative employment), and water resources by DNRE is seen as a key challenge.

A broad consensus is required on the issue of Marine Parks so they can be declared. Historical, cultural and economic resistance to expanding National Parks must be overcome. Management of vermin and weeds in National Parks is a further challenge.

3.1.5   Actions

Natural values   Legislative changes are made to ensure minimal development in National Parks. In order to reach a consensus on achieving an expanded and integrated system of marine and terrestrial National Parks, important values and issues are identified, and in-depth studies on economic, cultural and social impacts are undertaken.

Biodiversity   Public education programs are run to encourage the community to support sustainability and biodiversity management, including the removal of environmental weeds.

One table of attendees considered that a Royal Commission into the conduct of DNRE (particularly in relation to forest management) should bean early action. Wood chipping would cease. Better enforcement of fisheries would be undertaken, and treated effluent would be reused on land rather than pumped to the ocean.

Landscape   A GOR Region planning policy to control and preserve natural and visual amenity was introduced, and a freeze on clear felling was implemented.

Sufficient resources were provided to preserve the natural environment (eg Park Education Officers). A campaign was commenced to educate the community about the World Heritage values of the region.

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3.1.6   Headlines

"All woodchips come from Japan"

"Aluminium can found beside GOR"

"GOR Region wins International Award for environmental sustainability"

"Cray-fishermen report record catch in region"

3.2   Social

3.2.1   Values

Lifestyle   The easy going country lifestyle, the feeling of space, safety and serenity, the remoteness and clean, fresh air along with the availability of all the necessary commodities were highly valued. Attendees valued the blend of population centres and rural communities and their interdependence. The region was not too commercialised, development on the foreshore was restricted, and there were no high rise buildings. The small population resulted in a less hectic, less crowded urban environment where a large amount of land is in public ownership, accessible to a wide range of socio-economic groups. The safety, privacy, security and freedom of life in the region were strongly valued. The lifestyle was seen as stress-free and uncrowded. There was a sense of escaping from city life to a cleaner, quieter, simple village atmosphere at towns like Anglesea.

Community   The village character of the townships and the mixture of townspeople, fishermen, farmers and tourists (except in January when there are too many) were appreciated, as was the community spirit, tolerance and friendliness of those who live and visit the area. The community was seen as small, close knit and supportive of each other.

The region was seen as an ideal area to bring up a family, and as an escape from city life. There was less stress, less violence on the streets, and people knew each other by sight. Local knowledge was valued, and people were interested in each other. The region provided "breathing space for people to 'dip into' the ecosystems and re-establish connections with the real world". "It's in Australia and safe." "Freedom to live, have a family and run a business within this healthy environment" captured a number of comments.

Townships   The character of existing settlements, the scale and diversity and the sophisticated towns with good food are valued, as is the absence of ribbon development, and the controlled development that has maintained distinct townships. Townships in the region were seen as country towns, community oriented and friendly. "There are wonderful opportunities to educate children in the appreciation of our diverse environment, and the care of animals and all flora and fauna." It is "an area that maintains a small coastal town environment and that recognises the importance of its environment in conjunction with its primary industries of farming and fishing." The defined town boundaries, the absence of ribbon development and high rise buildings, and the limited population and township development were highly valued. At the same time, one attendee valued the strong commercial development that he perceived.

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Community   There was a strong local community with compassionate and diverse interest groups. There was a strong sense of community in the towns and rural areas, with a range of age groups, and diverse working backgrounds. Participants valued the small character-filled coastal towns surrounded by natural bush, the sense of a small community with quite a range of artistic and cultural experiences available and the Aboriginal and European heritage sites and maritime museums. Preservation of natural, cultural and historic values was important, such as the Port Campbell marine history, and ensuring that the Australian culture was not replaced by an imposed USA culture

Recreation   The proximity to natural experiences (waterfalls, bushwalking, volcanic features, lakes) was valued, along with the surf beaches of Lorne and Apollo Bay and opportunities for a variety of experiences for visitors and residents. The local temperate forest was still well conserved and enjoyed for bushwalking and camping. The area provides a range of recreational activities that are valued, including fishing, sightseeing, surfing, walking on uncrowded beaches and bush walking. The beaches were seen as very safe for small children yet ideal for older children and teenagers.

3.2.2   Threatening trends

Lifestyle   There is a population decline in inland areas. However, the population growth along the coast, the rapidly rising house prices and the impact of increasing land values is threatening the sustainability of these communities i.e. the growing population puts pressure on housing affordability and cost, to the detriment of locals (particularly young people, the elderly and staff servicing the tourism industry), forcing young people and other less affluent people to relocate outside the region.

Concerns about inappropriate attitudes to the natural and built environment, gentrification (a "Yuppie café latte culture") and materialism were raised. Over-population causes stresses in all areas. Noise, and not being able to find a quiet area, was a particular concern. Loss of lifestyle and culture, buildings and the degradation of cultural heritage and history were also seen as threats. Not enough education and respect for indigenous culture was shown.

Increasing division between coastal townships and hinterland areas was perceived, and the different perspectives of locals and visitors were also noted Over-commercialisation threatened the region, with tour operators pushing huge volume of visitors into the region without any regard to developing their appreciation of the area. Some small groups, on the other hand, were intent on stifling development. Council and government were seen as obsessed with bringing as many people as possible into the area, pandering to the holiday industry, and putting further pressure on services.

Community   The decline of small dairy farms and associated communities was of concern. Rural values and lifestyle are threatened by increasing population migration from cities. The influx of people with different community values is a challenge to the existing 'sense of community' with the threat of swamping local social and cultural values. An increasing intolerance of diversity was perceived. The differing views and requirements between those on the coast and those in the hinterland are a threat, particularly when political power is seen to reside with the "other side".

The increasing dependency on tourists is seen as a threat to the local population. Along with the loss of the "small town/village" feel of the area, caused by the greater number of people, more traffic, and increased pressure on "the road" some see an

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intolerance and tension between residents, out-of-towners and visitors and tourists and a segmentation of community groups. "Tourism development is proceeding at the cost of local communities. The community is being fragmented and in many cases pushed out at the expense of tourist and holiday interests. Towns are becoming full of absentee landlords and workers who have to travel to town to work."

Increased resource use associated with increased population was of concern, as was the drift of population from the smaller towns in the hinterland, resulting in school closures and the disappearance of local sports teams. The dilution of small town charm with increased tourist numbers was anticipated.

Townships   Township issues were the most prominent amongst the threatening trends, with aspects such as town boundaries expanding into undeveloped land, over commercialisation of region, greater urbanisation requiring more infrastructure which impacts on the environment, unsympathetic development and urban sprawl being nominated. Development pressures threaten to expand towns and infill both within towns and between towns at the expense of natural and cultural values. Ad hoc development and buildings that are unsympathetic to the coastal environment are further pressures.

Townships were seen to present many threats, including visual pollution, advertising signs, household rubbish, energy and resource inefficient buildings, uncontrolled property developers, unsuitable housing development, dense urban style development, development on the foreshore, and the potential for leasing natural crown land for development. Fast food chains, with their generic architecture, threatened the uniqueness of the area. Coastal towns are losing their sense of community.

There is concern about the loss of local character of some coastal towns such as Lorne, "which is another Noosa now". High-rise buildings on foreshores, ugly development and the similarity of housing developments were cited as examples of poor quality development. Development outside towns was also a concern, with threats coming from ribbon development, and commercialisation of natural sites for interpretation and information centres. Developers were seen as 'greedy', and the increasing population brought 'undesirables' into the region.

Restrictions to fishing, including Marine Parks being closed off, were a concern. The increase in visitation is impacting on park experience and overcrowding various facilities. Private helicopters, which benefit only a few, were annoying to many. The lack of camping anywhere between Torquay and Warrnambool limited visitor opportunities.

The lack of sensitivity shown by day visitors, the increase in vandalism, and individualism and competition were cited as threatening social trends. The visitation period for tourists is concentrated over a fairly limited season, which needs to be expanded throughout the year.

Recreation   There was a lack of recreation facilities for kids in Apollo Bay, and concern that management of national parks was based on a 'lock up and throw away key attitude', limited walking tracks and mountain bike tracks. Walking tracks are over-run with mountain bikes and the beaches with jet skis. Some of the uses in the Anglesea Heathland such as trail bikes and horse riding threaten the flora and fauna values by causing erosion and degradation. Over-fishing and illegal fishing threaten the marine ecosystem.

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3.2.3 Future

Lifestyle   Community life is vibrant, and diversity (ages, wealth and opinions) is valued. Local residents are empowered, and their views furthered by their Councillors. People seek to share the region, rather than shutting others out. The community has cultural diversity, and sub-groups such as retirees are spread throughout the community. Community lifestyles have been maintained and enhanced. Population growth has been contained and controlled. The community has a realistic appreciation of the need to live within its means, both financially and environmentally. Parochialism and cynicism in the community have been eliminated.

Community   The region is recognised world wide as a unique centre for health and well-being, and is one where people are still able to visit and enjoy its natural beauty and character. Population increases, and resulting pressure on visual amenity and prices, have been controlled. Growth and infrastructure have been set by a population capacity study. Distinct development nodes with clear separation between towns have been established to control linear development of both the coast and the hinterland. Appropriate social infrastructure has been provided to enhance local communities, and make them sustainable. As a result, towns in the region have maintained their sense of community/identity. Community infrastructure and elderly peoples' facilities are appropriate to the population ageing.

Townships   The village character of existing townships is preserved, and strip development and urban sprawl at the edges of settlements and between them is controlled. Colac is developed to become a good regional centre, as strong as Ballarat or Bendigo. The heritage values of the region are preserved. Prime sites of community value (eg caravan parks) have been retained, housing development has strong design controls, including height, indigenous gardens are promoted, and fire safety is increased.

Lake Colac is developed so that it is a focal point of the district, clean and well planted with trees. The frontage is mainly public land, with some opportunities for private development. Boating is prevalent, and the lake is a tourist icon.

The entire population, including permanent residents, visitors and tourists, private organisations and government, is well educated in environmental responsibility. A Natural Resources University has been established at Colac, and an Environmental University is located in the region. Everyone is as aware and protective of the hinterland as of coastal areas.

Recreation   Residents are able to shop locally and access a range of medical and other services. Recreational opportunities for teenagers (eg a skate board park) are provided, along with a heated indoor pool. The threat of redevelopment of the Apollo Bay golf course for commercial or residential use is removed, and the golf course is extended to provide 18 holes. Viable accessible development further along the coast (eg Princetown) caters for expansion of the urban population in the region. Shade trees on the foreshore and parklands would resonate with the regional forest ambience, but care would be taken to preserve vistas from the main road in Apollo Bay to the sea.

Walking tracks have been developed from Apollo Bay to Cape Otway, and on to Boat Bay west of Peterborough. Old timber tracks are used for bushwalking, and linking rural towns. Use of combustion heaters has ceased, indicating more appreciation of energy efficiency and pollution.

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3.2.4 Challenges

Lifestyle The key challenges were seen as changing attitudes, improving community awareness, encouraging community spirit, and strengthening community involvement and community development. Getting the community active and vocal is seen as a major challenge, along with the need for community and opinion leaders, to give people in the region an effective voice and greater political power. Community apathy and lack of community cooperation must be overcome. Community diversity of opinion makes it difficult to reach consensus. Ongoing community consultation and participation of all stakeholders is essential, with the focus not on individual needs but on the community's needs. The decision making process must be community driven, and involve the community in making real input into changes.

Educating the public to appreciate and value the environment (without being patronising) and to develop an understanding of, different cultures and issues are required. Education to promote sustainability values needs to be provided through schools, and to the community, bureaucrats and government.

Community Community identity and neighbourhood character must be maintained in the face of increasing development. Employing locals and dealing with local businesses will strengthen the sense of community. Conflict between permanent residents and transient tourists must be managed.

Small towns must survive external challenges. The Government must resist being bought out by developers to the detriment of small towns and the environment. A major challenge is to manage the development of the region in a manner that respects community values, and assures accountability of public officials. The problem of the lack of affordable housing to accommodation workers must be overcome.

Townships Managing the pressures for a huge increase in population along the coast, and further decline in population of hinterland is a challenge**.** There is a need for informed decisions about population and other pressures. Urbanisation pressures are strong, and too readily acceded to. There is a need for a regional "ResCode" with strong building, design and siting controls. Ribbon development must be stopped.

3.2.5 Actions

Community Community consultation is undertaken to identify community values, expectations and goals, and community consensus on values and direction is gained through public forums and discussions. Community enthusiasm is promoted and community involvement in the strategy facilitated. A "new" awareness drive is conducted in the whole community about the importance of input into community consultation, and ownership of the problems and solutions. Local communities take greater power and ensure greater community involvement in Local Government. Permanent residents mobilise "grey power" politically. A recognised advocacy group is established, and revenue raised to support the group and actions it promoted.

Knowledge about the region's carrying capacity is developed through studies and research, and shared through education programs for community and schools. Environmental education of children in all Victorian regions is commenced, establishing a generational change in attitudes. Community based education programs are established, and include topics such as "residents' respect for the environment" and "waste management".

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A responsive State Government recognises local aspirations and sets up a coastal shire. Community consultation is routine, and the input is valued and used. The new Council brings in tighter planning controls over development to stop strip development and inappropriate estates, and limit building heights to 12 metres. Better planning for the region builds on local needs, and an optimum population level is set for coastal towns. More shade trees are planted in the town area.

Townships   Existing township boundaries are frozen until further notice. Major development is subject to design competition, conforming to strict rules to achieve Worlds Best Practice. Good development is rewarded. To avoid the rapid escalation of property value, and the corresponding inability to provide affordable housing, new ways of approaching how we own houses and property are developed.

Recreation   Walking track construction is commenced, and other recreational facilities such as a heated swimming pool are provided.

3.2.6 Headlines

"Yet another forum meeting! Residents to be asked for their opinions."

"Education becomes a winner"

"Youth choose to settle in region"

"Entry into Lorne increased to $100 per day"

"All blocks of land in Port Campbell now built on"

"Warrnambool's population reaches 100,000"

"Portland recognised as icon in Great Ocean Road Region"

"5 millionth walker along Trans Otway Walk"

3.3 Economic

3.3.1 Values

Business & industry   Business people value the ease with which it is possible to make a good living from the hospitality industry, and the excellent economic opportunities in the long established fishing, farming, and forest industries in the area. The agricultural wealth of the region was important, and the opportunities for growth, the business opportunities presented, and the proximity to major markets were valued. Tourism was valued as an adjunct to the other industries, not as a replacement to them.

Tourism   The visitor experience was heightened by the feeling that you are truly in "Australia" through the vegetation, fauna, beach, surf patrol and the outdoors. The area is, as yet, not too developed. People valued its proximity to capital and regional centres, and take pride in showing the area to interstate and overseas visitors. International visitors value the trip on GOR as a "wilderness" experience. **"**Many of the natural tourist attractions on the GOR are internationally recognised and are so uniquely Australian." While there are spectacular tourist destinations, organised tourism like the 'penguin parade' has been avoided. The growth in the local economy was valued.

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Access   The area is close to Melbourne, Geelong and other towns, and provides easy access to the coast for all. For most of the year there is no traffic congestion or crowding. The Great Ocean Road is a winding, low impact road. The easy access to Melbourne, to significant regional centres, and to other areas within the region having some of the most stunning scenery in the world is valued. The ease of access to work and to local facilities, the close proximity of environment beauty to residential communities, and the ease of moving between urban and rural environmental is a feature of the area.

Services   The area provides a sustainable visitor and international tourist experience including visitor facilitates and infrastructure, and tourists appreciate what we have. The region provided an environmental and romantic drawcard for tourists from all over the world, with great beaches and surf spots, wineries, restaurants and things for tourists to do. The ability to convey the blend of environmental beauty, relaxed lifestyle and sense of community to visitors to the region was valued, along with the stable economy of the area. Tourists discover that there is an integrated, premium scenic route from Torquay to Portland.

A large proportion of the coast is public land, with access to a wide range of facilities, from camping grounds to conference centres. There is a variety of accommodation and restaurants. Torquay provides entertainment for all age groups with the beach, surf schools, Bells Beach competition and a variety of cafe opportunities. There is good proximity to services such as shops and entertainment, Services in the area are seen as good, with plenty of choice of restaurants.

3.3.2 Threatening trends

Business & industry   Overdevelopment, inappropriate development and poorly regulated development that are insensitive to the overall amenity of the area prompted comments such as "What makes the place special is being sold out. The dollar becomes the Holy Grail." Challenges for farming included the threat to agricultural industries arising from pressure for subdivision to rural living, and inland farms being lost to plantations.

There was pressure on farmers to be more productive. Economically unviable agricultural properties, inappropriate agricultural practices and the continued economic exploitation of natural resources were seen as threatening trends. Loss of productive land and developers who make their money at the expense of sustainability were seen as threats. The prospect of an unreasonable Marine Park was seen by some as a threat to the livelihood of fishermen.

Some participants considered that Government control and rationalisation of the timber industry is needed, and compensation provided to secure an end to wood-chipping native forests. Marginal land should be used for agroforestry. The promotion of inappropriate industries (eg timber plantation, oil platforms, and perhaps even wind farms) is a threat to the region, as is the power of big developers to intrude on the region's dwindling natural environment.

Financial barriers to small business, such as the high public liability that Councils currently require from contractors, were seen as unnecessary and a threat to business. New businesses are likely to be hindered by the increase of litigation in society, and the competition from other areas for the tourist dollar. There is a lack of opportunities for young people. . The trend towards part-time casual employment needs to be

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reversed, to provide better employment prospects. This will involve spreading the tourist 'season' throughout the year

Tourism "The trend to concentrate on the GOR takes away from the value and benefits of the GOR Region. Spread the tourist value to the Region (including Glenelg and Portland) not just the Road, especially the hinterland." Constant promotion of the region increases the pressure for tacky attractions, large hotel complexes, and the development of tourist facilities that start to fill in the gaps between the coastal towns. Fragmentation rather than integration of a great tourist route is diminishing tourist perceptions and promotion opportunities. Signage should be used as a marketing tool. Commercialisation of the area through advertising and development, loss of standards and mediocrity were concerns.

Structured tourism is spoiling the nature of Port Campbell surrounds, and current national park areas are being taken over for tourism. The ability of the township of Port Campbell to accommodate the larger number of tourists, and poor customer service at times were seen as threats. The provision of information regarding the region, the management of viewing points, car parking, and beaches were all areas that needed improvement.

Access Bumper to bumper traffic on the GOR during summer and further traffic congestion were seen to be wrecking the road system, and leading to more accidents. Roads were seen as particularly unsafe for cyclists. Roads and other infrastructure, amenities and services are underdeveloped and overloaded.

Increasing traffic volumes is making road access more difficult, and congestion at peak periods on the GOR will become unacceptable. While some believe the GOR needs to be continuously improved, others see an urgent need to upgrade alternative roads for coastal access. Large tourist buses are placing pressure on major roads and residential streets. Improved public transport, better bicycle access and increased walking traffic need to supplant our continued reliance on cars. The impact on the present peaceful atmosphere, road safety, traffic and road maintenance from increased population, together with the increase in heavy trucks and B-Doubles for timber and milk tankers, were identified both on the coastal strip and throughout the region.

Contrary views were also expressed, that logging traffic may have already peaked, and that "balanced" development and continued opportunity for others to enjoy the region should be safeguarded by the 'strategy'.

Increasing traffic will have an effect on current roads that can't cope with increased traffic. There is a need to expand the use of inland access and connection roads and routes. "The lack of provision of alternative routes of access results in tremendous loading of traffic on the GOR in peak times. This raises many safety issues, especially those related to the possibility of another major wildfire in the region. General access for emergency vehicles is already a major problem." Other issues such as public transport, pedestrian access in towns, pedestrian safety, motorcycle speeding and careless riding, and the speed limit of 80 kph on the GOR being too high are of concern.

Services Lack of appropriate infrastructure to deal with the increasing visitor population and the huge funds required for water, sewerage and power supply to service the permanent and seasonal population growth is of concern. Basic services are not keeping up with population growth and demand. Increasing visitor numbers and peaks in tourism that overload the infrastructure put pressure on the environment.

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While some may see the provision of infrastructure to cater for the increased numbers of tourists as a threat, others would view it as a necessary part of ensuring increased tourism dollars for the regional economy

The promotion of GOR as a tourist destination has not been accompanied by adequate provision of information, accommodation, access, parking and other services at various destinations. While there is a shortage of labour to service tourism, there is a lack of diverse work opportunities for young people. The upkeep of the environment is dependent on volunteers. Equitable funding mechanisms are needed for the provision of adequate utility and tourism infrastructure, while demand management measures are also implemented. Increasing number of residents and tourists will put pressure on the basic services such as water and sewerage. Natural gas, solar heating and alternative energy need to be promoted, and facilities appropriately sited and designed and inadequate funding of infrastructure by State and Commonwealth Governments

3.3.3 Future

Business & industry   The region is confident and prosperous. Development has spread beyond the coastal strip, and a strong dairy industry has been maintained. The pressure on government for short term returns over long term benefits (re inappropriate development) is seen as unsustainable, and fails. There is a cap on development, and industries in the region move towards sustainable practices. Commercial development is sensitive to its location, and private forestry is controlled and restricted. Better management of farms and "sustainable agriculture" leading to increased rural production. Industry has diversified its base, with an emphasis on quality in commercial products.

In the desired future, there is increased economic diversity, increased efficiency in primary production (value added), and increased exports. Employment opportunities abound, and better harbour facilities have been provided. The importance of the viability of local businesses is recognised.

Tourism   Tourism has a focus on high value visitation. Visitors are welcomed to the region, and encouraged to stay longer. All who visit the area have adopted a sustainability mentality, rather than a growth mentality. Multiple attractions in an area are promoted to take the pressure off single locations (ie the Twelve Apostles). Improved tourist information (including the extension of the GOR to Portland and SA border in marketing maps) has led to high yield tourism, with the recognition of the region's attractions, restaurants, local wines and products.

Tourism is spread more evenly over the region and there has been a significant improvement in inland infrastructure and marketing. The tourism focus is not just on the coast; emphasis has moved to the hinterland. An emphasis on quality tourism has resulted in better people management, and more low key resort development (eg Daisy Hill cottages). These do not intrude on National Parks, or on the coastline, or on towns, but are sited on appropriate rural land. Visitor management systems are developed and in place to protect the environment. New tourist attractions have been developed.

Improved airstrips, expanded public transport, and better road networks make tourism a better experience, with people taking more time rather than day tours. More

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attractive inland tours are developed, and tourism moves away from car travel towards more walking and biking.

The region is a world class setting for eco-tourism where good operators are encouraged, while an overall limit is set to development and visitor numbers. Development in sensitive natural areas minimises the 'environmental footprint' by the creation of boardwalks, and a Trans-Otway Walk established. A series of world standard walking tracks are established, with provision for the disabled.

Access   There is increased diversity of access. Activities are free to all and readily accessible. Transport infrastructure has been improved, with people movers, public and visitor transport systems, and a monorail along the coast. Many see the Great Ocean Road retained as it is and some see it closed to all vehicles except public transport. Alternative roads are improved, and the road network coordinated. Shuttle bus and public transport systems transport visitors to tourist destinations from Port Campbell. Private airstrips are consolidated and lessened in number and helicopters are controlled. Inland routes are upgraded (including the Princes Highway duplication, and a ring road around Geelong), and there is improved airport access at Apollo Bay.

Another view of the future had the GOR converted to a scenic railway, and road access restricted to local traffic. Diverted traffic was accommodated on a four lane Princes Highway, with upgraded connecting routes to the coast. Public transport was provided and promoted.

Services   Services are made more environmentally friendly, with the introduction of passive solar power, water conservation measures, and the undergrounding of power lines. Pollution levels decrease as a result. Waste management is aggressively pursued both in homes and community facilities. Services, ranging from public toilets to signage and parking are improved

The importance of infrastructure to meet population growth was balanced by the value placed on environmentally friendly infrastructure (eg no ocean outfalls, powerlines underground, free collection and tipping of green waste, improved SBS and TV reception and communications, and much greater use of solar energy). Better health services and support were valued. Infrastructure would match the needs of the population, with adequate roads and drainage, a reliable electricity supply from renewable resources, and an abundance of clear potable water. Better means of sewage management are developed, involving composting.

3.3.4   Challenges

Business & industry   Managing and controlling development so that it does not compromise the beauty of the region was seen as a key challenge. Some considered that the pressures for commercial exploitation from developers and Councils are great. At the same time there are also political pressures, from business lobby groups and unions. Guidelines for development should be prepared that allow for entrepreneurialism, but not at the risk of long term sustainability, and then adhered to.

Developing the processes and ideas to generate value adding in primary production was seen as another key challenge. Government control and rationalisation of the

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timber industry is needed, and compensation to secure an end to wood-chipping native forests. Marginal land should be used for agroforestry.

Unnecessary financial barriers to small business need to be removed (eg the high public liability insured value that Councils currently require). The trend towards part-time casual employment needs to be reversed, to provide better employment prospects. This will involve spreading the tourist 'season' throughout the year. A better distribution and variety of tourism services are needed, while preserving the history, flavour and uniqueness of the region.

Tourism   An overarching body was required to manage tourism numbers, with the over-promotion of the GOR by government curtailed. The lack of accurate information for tourists at departure points needs to be rectified, and better people management implemented. Negative public opinion about public transport must be turned around, with marketing no longer based on "car travel". Government and private commitment is needed to making the required investments in public transport and the provision of better bus services and public transport.

Access   Access to the GOR from the hinterland needs to be developed and promoted, with the provision of improved, all-weather feeder routes from the Princes Highway, and road safety issues addressed. All the way from the Geelong Bypass to Portland, signage should show that every community is part of the GOR. Signs such as "Welcome to Warrnambool (or Portland, or Port Campbell) 'A Great Ocean Road community' " need to be coupled with sufficient and unambiguous route signage. Traffic management controls to provide a balance for tourists and locals, increased parking at popular destinations and more toilet facilities on GOR were required.

Services   The cost of infrastructure provision including improving water supply and quality, the provision of a permanent ambulance and emergency service, and solving the problems of liquid and solid waste, need an integrated approach. Adequate finance to fund and implement road construction, utilities and sewerage was needed and a coordinated approach by Federal, State and Local Government. Equitable funding mechanisms are needed for the provision of adequate utility and tourism infrastructure, while demand management measures are also implemented. The tourist industry would pay for needed infrastructure services to be provided in advance of the demand, rather than the present situation where residents support the local infrastructure through their taxes.

Natural gas, solar heating and alternative energy need to be promoted, and facilities appropriately sited and designed.

3.3.5   Actions

Business & industry   Strategic planning for sustainable agriculture is undertaken. Land subdivision in the region, particularly in rural land, is stopped. Existing funding arrangements are changed to achieve diversity in commerce and industry.

The area in which development is allowed is strictly controlled, agricultural pollution is reduced, and non-sustainable industry (especially logging) is prohibited. Sustainable tourism, commerce and industry are promoted, providing more full-time employment, and more equitable conditions for casual staff. Limits on the numbers of

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tourists in the area are set, and strategies for managing seasonal population growth, including marketing for the off-season, are implemented.

Tourism   Tourists are encouraged to explore the whole region, not just the "honey pot" sites (where limits to tourist numbers are set). A better share of the "tourist dollar" is returned to the region, and extended tourist facilities such as walking trails and bicycle tracks are built. Attractions and touring routes are developed in the hinterland. Community advocacy is commenced to present a welcoming attitude to visitors.

Access   The Government commissions a study on alternative transport modes, leading to a range of public transport initiatives. Geelong becomes a regional transport hub, and a fast train service to Warrnambool is established. A toll is put on use of the GOR, speed limits reduced, and alternative access roads improved. "Clean technology" is introduced into the bus fleet, and improved public transport and inland feeder roads are provided.

Consultation is undertaken to achieve closure of GOR, or to make it one-way to minimise traffic accidents and congestion. Marketing to encourage people to access the region and the Great Ocean Road via the Princes Highway is supported by the upgrading of inland roads and the development of alternative roads. Duplication of the Princes Highway is commenced, while the GOR is left alone.

Resources available for shuttle buses and public transport are identified, and commercial incentives are provided to amalgamate airstrips. Transport infrastructure gets immediate improvement. An Anglesea bypass solves the roundabout problem, and improved walkways are built to encourage locals to walk through township. More efficient cars, using sustainable energy, are introduced.

Services   Infrastructure improvements are made to power, water and communications. A wastewater management review is commissioned, along with an asset inventory to underpin better decision-making. Minimum requirements for solar power and water conservation are set, and government funds a demonstration project.

All levels of government agree to a commitment of adequate ongoing funding. Improving services and infrastructure (public transport, sewerage, water supply and health services) are funded from both a levy on tourism buses and increased government spending.

3.3.6   Headlines

"Hinterland growth meets expectations"

"Businesses in coastal towns make record profits—environmentally sound"

"Visitors bypass Great Ocean Road for Lake Colac"

"10 millionth visitor enters Warrnambool"

"Government announces tourism bus levy a success"

"GOR extends from Peterborough to Warrnambool along the coast"

"Great Ocean Road is recognised as starting at Anglesea and ending at Bay of Islands"

"Tourists stay in region averages five nights"

"Ecologically sustainable accommodation opens at Erskine Falls"

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"Ecologically sensitive small scale tourism celebrated for $500 billion earnings"

"Tourism experts from all over the world visit to learn about Best Practice"

"Monorail (Geelong to Warrnambool) opens along Great Ocean Road"

"Minister opens monorail to Port Campbell from main rail"

"GOR open for private traffic this Saturday only!!"

"GOR declared car-free three days per week"

"Princes Highway duplication completed"

"Scenic railway extended to Portland"

"No deaths on GOR in the last year"

"Warrnambool VFT in operation"

"Toll lifted from GOR"

"Renewable energy powers the region"

"Power station closed due to lack of demand"

"Every town and local shire connected to natural gas"

"Great Ocean Road Region has world's lowest per capita pollution"

"Region wins international award for marine and land-based eco-tourism"

3.4   Integrating for Sustainability

3.4.1   Values

The region provides a balance of quality of life, natural and built environment with controlled economic development. It is valued as a great area to live, work and play.

The socio-economic diversity is valued, along with a strong economy based on agricultural and tourism, and a superb environment.

Environmental values transcend social values, which in turn transcend economic values.

3.4.2   Threatening trends

Environmental and social values are increasingly less protected than economic values, with only "lip service" being paid to sustainability. Getting the balance between safeguarding the environment and people being able to be free to enjoy what it offers was a concern. There was widespread concern about the need for a clearer vision for each town and region within GOR. The trend of population loss in the hinterland was seen as a threat, as was the limited carrying capacity of the coast. Uncontrolled growth, increasing regulation and increasing reliance on external resources and funding were seen as trends that threaten the self-reliance of the region.

There is a lack of strategic planning over the whole region with inappropriate and unimaginative land use control and regulation. The lack of an overall planning strategy in regard to development, the need for setting boundaries to town growth, the inadequacy of the planning system and the loss of local control over planning decisions are all concerns.

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Planning, marketing and management is done in an uncoordinated and independent manner. There is a need to work harder at integration, and deal with the whole region as an entity to make the most of limited resources. Significant planning and development pressures require better management and development decisions by local councils. Concern was expressed about the lack of consistent enforcing of planning schemes/planning development controls, the incongruent policies and visions amongst Shire Councils and the lack of integrated planning between interest groups and agencies.

DNRE mismanagement and lack of consultation with locals is a concern. Public land agencies (ie Parks Vic) were seen to be under-resourced, and unable to protect and enhance the environment to match visitor needs. Bureaucracies were seen to be unwilling to research and advise appropriately on issues such as road signage and park management, and to use local input.

There was concern about bureaucratic processes taking over and stifling local action and initiatives, the lack of coordinated responsibility by government, the silo mentality of government departments when faced with development issues, and the failure of all levels of government to listen to local concerns. The proliferation of government departments and semi-government agencies is leading to confusion, lack of direction, inefficient management and the lack of coordination in planning and management decisions. There is declining government spending.

3.4.3   Future

Governments and the community have a shared vision for the future, which includes a clear definition of the GOR Region and a perception of it as a whole. Public policy is developed and implemented through all levels of government and the community so that new directions do not emerge every three years. Regional cooperation is maintained, fragmentation controlled and outcomes coordinated. The environment is observed before all other values. The reconciliation of diverse aims (logging interests, developers and current residents) assists in moving to sustainability. Development is well planned, capped and sustainable. A sustainable population is achieved in the region.

A simplified regional government structure is established, and departments within it are responsible for their actions and accountable. The GOR Region has a governing body, with a regional management model incorporating State oversight and local control. A 50 year time horizon for the strategy is adopted. Ongoing debate and discussion is encouraged and promoted, and competing interests of groups and factions are overcome so that all bodies work together. While consultation is valued, there is a clear focus on action.

Through partnerships between all sectors of the community and government, the strategy is successful and implemented consistently across the region. Government and taxation mechanisms deliver the necessary programs, and there is greater commitment to customer service by both government and private sector. There is good cooperation between Councils and the bureaucracy, and high quality in planning. The community is broadly educated, and strong leaders have been developed to represent the community.

Sustainable development outcomes have been achieved (eg. triple bottom line, viability, local energy) and multi-use of areas is encouraged where it is sustainable.

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Local Government is effective and adequate, and financial and human resources are available to implement plans. Through increased understanding of sustainability, restrictions on access to areas are generally unnecessary and DNRE's focus is on education rather than control and enforcement.

3.4.4   Challenges

A consensus on the shared vision for the future must be established between all segments of the community, while recognising the different needs of the coast and the hinterland. Getting all levels of government to appreciate what the community wants and looking to a long-term vision rather than the current financial year and political terms is essential. Keeping the vision of the strategy before all stakeholders, including governments, is a key challenge, along with establishing parameters for ESD and getting them implemented. On-going, persistent, balanced use of the region, valuing the aspirations of the local people and understanding their needs is required. A balance must be struck between development and environment.

Avoiding complacency, overcoming the fear of change, managing the change, challenging peoples' values (moving from affluence and materialism to wellbeing and happiness) and changing current behaviours and attitudes will be major challenges. Commercial challenges must be balanced with the need to preserve environmental and community values and local priorities. Mechanisms to resolve competing interests (eg demand for housing against protecting natural environment) and to address conflicts (eg between tourism and agriculture and local communities) are needed. Improvements to social equity (schools, community facilities, affordable housing) must be made.

Maintaining the economic viability of the region while overcoming the "quick buck" mentality and personal greed is necessary for sustainability. Education of tourists, farmers, Parks Victoria and Tourism Victoria about environmental issues is needed.

One key challenge is for government to manage in a consistent holistic manner, rather than a segmented approach. The implementation of an integrated "whole of government" approach, changes in Government policy (eg fostering joint public/private sector projects) and the elimination of short-term planning tied to election cycles are key challenges for government. Changing values and trends will need to be recognised and accommodated along with external influences. A bottom up approach to government and real decentralisation of decision-making needs to be developed. Problems associated with strong pressure groups, bureaucracy and funding must be resolved through community involvement and education.

Planning processes and structure plans need to integrate planning between all levels of government. VCAT and State Government must support local policy and overcome the present inability of Local Government to implement planning schemes without State Government intervention in local planning decisions. Planning processes and controls that can implement both the big picture and the necessary local detail must be established. Integration between agencies and cooperation between authorities having overlaying jurisdiction must be achieved, through a new regional authority if necessary. Responsible financial decision making must be under-pinned by triple bottom line costing and evaluation.

The practice of 'Management Plans' being ditched with each change in government must be reversed. Identifying Worlds Best Practice in planning, improved

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effectiveness of Local Councils and Government in general, and the more effective use of finance are required.

Understanding the role of the GOR Region Strategy is a challenge, and how it fits in with other strategies such as the NRE Coastal Strategy and the plans of the Catchment Management Authorities. Gaining bipartisan support for the strategy is essential to improve the chances of successful implementation. Overcoming competition between bureaucracies, and achieving their mutual cooperation in achieving a shared vision is a further prerequisite for success.

The political process must have the integrity to achieve sustainable outcomes, notwithstanding changes in Government. Funding and resourcing by Federal, State and Local Government needs to be appropriate. Red tape, buck passing and gridlock between Government levels and departments is to be avoided through a whole of government approach.

3.4.5   Actions

An agreed set of values and principles for the future of the region and for key locations, and community and whole of government support at all three levels is developed. A wide consensus on the vision is reached.

Development of the strategy itself is seen as a key integrating action. To make the strategy successful, there is a need for initial community involvement. The Strategy must set directions, but not be too prescriptive. The issue of who is going to use the Strategy needs careful consideration. Councils must have a key role in developing the strategy, translating it into practical actions, and implementing it. The strategy should be a living document that reflects on going learning and feedback. More publicity for the strategy is needed now, and more detailed explanation of its purpose and content.

The outcomes of the GOR Region Strategy should be reflected in legislative commitment, and planning mechanisms must better reflect long term values and priorities of region. Good information flow between various segments of the community and government is necessary. The overall strategy must be workable and achievable, one that will be followed through, and can be implemented. Implementation should be by consensus, not by government edict. A mechanism to ensure implementation of the strategy is put in place, with clear time-frames, measurable targets, performance guidelines, and an annual community review to ensure Government accountability. Sources of funding to implement action need to be identified.

A regional government for GOR Region is established, to integrate the various planning mechanisms and strategies, and to implement an overall strategy for water supply, timber, logging, roads and traffic, energy, population, employment, environment, planning, development. (Alternatively, establish an overall controlling body for the Great Ocean Road, the Great Ocean Road Council, which looks after the environment and controls planning. Another suggestion was for a coastal Shire for Coastal people, to coordinate coastal development.)

Recognise the necessity for improved partnerships between State and Local Government and the community. Develop strong community leaders to implement the strategy. Ensure accountability through all levels of Government: from the 'man in the street' to Federal Government. Government adopts a code of honesty for consultation. Previous community consultations are closely reviewed to determine if outcomes met

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expectations. Candidates at Local Government level are sensitive to community needs and values.

An action plan for the region that recognises the big picture, is agreed to by all levels and has across the board commitment is an important first step. Local communities and stakeholders work together to develop information on which they can make informed decisions, which are not then overturned by other levels of government. Government agency management arrangements are rationalised so that better use is made of available funds.

Use the wide consensus of opinions to make our area unique, to make it work. Extend the Heritage Register to list other treasures of the area. Risk a bit, think widely and laterally about solutions to problems. Make planning more accountable to the community, and stop government overruling local decisions where they see it as politically advantageous. Ensure that the input in 2001 at the GOR forums was recognised and acted on. Develop the GOR Strategy to identify the carrying capacity of the region, including growth nodes and reserve areas.

The Municipal Strategic Statements were replaced by Regional Strategic Policy, and VCAT is reformed. The Coastal Action Plan and other government policies are pulled together along with the various existing programs and strategies.

Well targeted education programs in economics and the environment are initiated, and influence the attitudes of young people and the community. The knowledge base for natural resource management is improved, and better training provided to people making decisions. A focus on the environmental education of the next generation is desirable, while also getting the message through to the media and politicians.

The revenue base is broadened through user pays approaches, Adequate funding is assured through a line item in the State budget for the region.

3.4.6 Headlines

"Great Ocean Road Region Strategy got it right"

"GOR walks the talk—Government finally acts—Strategy complete"

"GOR recognised (internationally) for successful implementation of strategy"

"New GOR strategy as a model for planning"

"GOR Region leads Victoria into the 3rd decade of the 21st Century"

"Great Ocean Road Region meets all targets in strategy

"ESD alive and well"

"GOR recognised as World's Best"

"Great Ocean Road Region maintains its status as Australia's premier region to live, work and play"

"World Environment Award given to Government for Great Ocean Road Strategy"

"Danes praise environmental standards as Worlds Best Practice"

"Colac Otway elects green Mayor"

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An alternative view was put, that desirably there should be no headlines about the GOR Region. Media attention was seen as undesirable because it would draw attention to the region, increase its international exposure, increase visitation and population pressures, and threaten the peaceful relaxed area and lifestyle. "Things are working well currently, no headlines are required."

There is no news.

"Global warming controlled"

"GOR wins eco-tourism award"

"GOR celebrates 10th anniversary of National Heritage listing"

"Funding levels for GOR adequate"

"Huge benefits and savings to local community as developers and councils work together"

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4   CHARACTERISTICS OF WORKSHOP PARTICIPANTS

4.1   Overview

Due to the nature of the larger workshops it was difficult, except for a few exceptions, to directly determine whether responses from individual tables were dominated by any special interests. However, as will be seen from later analysis there was substantial congruence on a range of issues suggesting that despite the backgrounds and special skills of individuals there is a common view on many issues across the region.

4.2   Location of workshops

All workshops were held in the region with the exception of workshops at Geelong and Melbourne. Of those held in the region one was held in Colac and others in the coastal towns of Warrnambool, Port Campbell, Apollo Bay, Lorne (stakeholders meeting) and Anglesea.

The largest number of participants was drawn to the coastal workshops. Numbers at Colac and Geelong were small.

Coastal issue raised the most concern among participants. But, workshops held in coastal areas also raised issues about the hinterland and concerns about the Otways. Conversely, the Colac workshop raised issues about coastal areas.

4.3   Nature of participants

Public workshops appear to have been attended by a good cross section of the community with some notable exceptions.

Attendances at public workshops included the following:

• Permanent residents	Major representation
• Holiday home owners	Major representation
• Tourist businesses	Medium representation at just one workshop
• Special interest groups eg conservation groups	Medium representation
• Local and State government	Medium representation
• Farming interests	Minor representation
• Transport industry interests	Minor representation
• Students and youth	Minor representation

Many participants have a long history of visiting or living in the region.

Many participants were from outside the region, particularly those with addresses in Melbourne. A group of Portland participants submitted comments about the role of the Great Ocean Road beyond the region.

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The predominant representation appeared to be from those with permanent residential or holiday home interests in the region.

4.4 Locational representation

Table 4 is a compilation of the addresses of those who attended the public workshops.

This table does not include participants from the Lorne workshop. While there were a number of local residents at Lorne most were drawn from local government, State agencies and other stakeholder organisations.

Table 4　　　　**Addresses of workshop participants**

Location	Number	%	Location	Number	%
			Brought Forw'd	162	67.7
Aireys Inlet/Fairhaven	11	4.6	Peterborough	1	0.4
Apollo Bay/Marengo	39	16.3	Port Campbell	19	7.9
Anglesea	23	9.6	Princetown	4	1.7
Camperdown	3	1.3	Regional Victoria	6	2.5
Colac	4	1.7	GORR rural	5	2.1
Eastern View	2	0.8	Separation Creek	1	0.4
Freshwater Creek	1	0.4	Skenes Creek	7	2.9
Gellibrand River	1	0.4	Sydney	1	0.4
Geelong	11	4.6	Terang	1	0.4
Gellibrand River	1	0.4	Timboon	4	1.7
Johanna	3	1.3	Torquay/Jan Juc	7	2.9
Lorne	6	2.5	Wongarra	2	0.8
Lower Gellibrand	1	0.4	Warrnambool	16	6.7
Melbourne	55	23.0	Wye River	3	1.3
Moggs Creek	1	0.4			
Sub-total	162	67.7	**Total**	239	100.0

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If these are more simply grouped the results shown in Table 5 emerge.

Table 5   Summary of workshop participant locations

Location	Number	%
Coastal townships and settlements	149	62
Melbourne	55	23
Geelong	11	5
GORR rural/includes Colac/Timboon etc	12	5
Regional Victoria – outside GORR	11	5
Total	238	100

As can be seen from the above there is a high participant representation from coastal areas but a relatively low representation from other parts of the region.

It might also be expected that the bulk of those with addresses in Melbourne have a strong interest in coastal settlements and coastal issues. Indeed many of those with Melbourne addresses also had holiday homes along the GOR.

It is therefore not surprising that the majority of comments at workshops related to coastal issues. While it is difficult to draw absolute conclusions from these figures they show:

- There is widespread interest from those who live or have interests in coastal areas

- All coastal settlements were represented at a workshop

- Those with addresses in Apollo Bay, Anglesea and Port Campbell had the highest representation at the workshops

- Rural parts of the region were relatively poorly represented

4.5 Groups under-represented

Larger commercial interests such as those represented by the surfing industry at Torquay, the Cumberland at Lorne, forestry interests, or dairy industry manufacturers appear not to have been represented at any workshop. One person from the forestry industry made a written submission.

Youth was poorly represented at most the workshops. Most participants were in the mature age group with strong environmental, social or economic ties to the region.

As noted above the rural parts of the region were poorly represented in terms of numbers. There was no noticeable Koori representation at the workshops.

Tourist and casual visitors to the region did not appear to be represented.

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4.6   Top down – bottom up

There was little distinction between the thrust of issues raised at the key stakeholders meeting and those conducted at public workshops.

At the key stakeholder meeting a number of attendees demonstrated a detailed knowledge of some issues eg road safety and policing, conservation and local environment issues.

A similar depth of knowledge was demonstrated by participants in the community workshops, either in their contributions to the workshop or in their subsequent detailed submissions.

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5   ANALYSIS OF ISSUES – PRELIMINARY

A number of issues common to the region and which are considered to be integral to the development of the strategy emerged from the workshops, and were confirmed and supported by submissions. These include:

Preliminary issues

- Spatial definition of the GORR

- Need for a strategy

- Values that guide the development of the region

Environmental issues

- Natural heritage

- Scenic and landscape resources

Social issues

- Lifestyle, community and culture

- Coastal townships

- Security and safety

- Education

Economic issues

- Tourism

- Primary production

- Timber industry

- Access and transport

- Services for coastal towns

Integrative issues

- Vision

- Spatial impact of policies

- Planning, management and implementation of a strategy

Each issue has been explored as follows:

- Brief description of the issue;

- General comments;

- Key Messages from Consultation.

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5.1 Spatial definition of the GORR

Issue summary

The definition of the GORR (Torquay to Warrnambool, the coast to the Princes Highway).

Comment

Despite recognition by participants of the importance of the primary production areas in the northern part of the strategy area the greatest number of issues arose in the coastal parts of the region including the Otway Ranges. This suggests that most participants consider that the greatest need for a strategy relates to this part of the region.

There was considerable support at the workshops for the idea of making much better use of linking roads from the Princes Highway to give access to the coastal towns, thereby taking pressure off the GOR. This was supported in some of the written submissions, such as a proposal by Angair Inc for all weather connecting routes linking the coast to the Princes Hwy. There was also support for developing tourist opportunities in the regional parts of the region, to make the overall tourist experience of the region more diverse. Having said that, two other strands were dominant.

The first was the view that the interests, concerns and priorities of people in the coastal strip were different to the interests of those in the hinterland. Some participants considered that a new form of regional government based on a coastal shire was needed. This view was particularly strongly held by those who lived on the coast in municipalities spanning both coastal and inland areas. Those residents believed the Councils were using revenues from the coast to subsidise investment in the hinterland.

The second was the strong view by people living beyond Warrnambool (including the coastal areas to Port Fairy, Portland and Nelson at the South Australian border) that the GORR should include their area. There was a further suggestion in one submission that the GOR be constructed back from Torquay to Queenscliff. Those west of Warrnambool strongly argued their case, citing the continued proximity of the Princes Highway to the coast, the scenic beauty of the area and the maritime heritage. Participants stated that existing signage and tourism promotional material supported their arguments.

The decision to reposition this strategy from one related only to the coast to one covering a broader region enables a wider range of interconnecting environmental, economic and social issues to be taken into account. While the coastal region has been the focus of most comment from workshop participants and written submissions there have been a range of observations that extend beyond the narrow confines of the coastal area.

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> **Key Messages from Consultation**
>
> - There is a strong community of interest along the coastal area and considerable feeling that the interests of the coastal residents are different to those in the hinterland.
>
> - Participants from west of the study area (including Portland and through to the South Australian border) strongly advocated extending the region to the west
>
> - The need for improvement to access to the Princes Highway and the potential for broadening the tourism experience were issues that underpinned some participants in their support for the broader definition of the area.

5.2 Need for a strategy

Issue summary

The need for a Great Ocean Road Region Strategy and its relationship to other strategies in the region.

Comment

There was broad support from workshop participants for a strategy to guide development and safeguard the economic, environmental and social assets across the Great Ocean Road region.

While support for a strategy is assessed to be high, many participants queried how the GORR strategy would relate to other strategies already commenced or completed for the region. Some participants were perplexed about the relationship of this strategy with other strategies developed for the region eg the Victorian Coastal Strategy and Regional Forest Agreements. General concerns about overlaps and lack of coordination were raised in the workshops.

There was a strong concern expressed by some participants about the relatively narrow vision of some agencies, the lack of coordination at all levels and a sentiment that many agencies ignored public opinion. The need for better coordination and management in the region is addressed later in this analysis.

Despite the overall support for a strategy there were concerns that the consultation process was a form of "window dressing". Accordingly, there were fears by participants that decisions would be made which did not reflect the needs and ambitions of the community

On the other hand, there was acknowledgment of the value placed on community consultation. However, some considered that the community had been "over consulted" on a range of strategies and projects and it was now time for action.

Many of the matters arising from the public consultation process deal with issues that have several dimensions, 'big picture' and detail. For instance there are a range of concerns about township development. Broader questions of population constraints or

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the physical size of coastal townships are mixed with concerns for local neighbourhood character and building and planning disputes relating to individual developments.

One conclusion that be drawn from these comments is that the cumulative effects of small decisions can give rise to broader issues

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Key Messages from Consultation:

- Some participants queried the relationship and overlap with other strategies such as the Victorian Coastal Strategy and Regional Forest Agreements.

- There were mixed views about the benefits of further consultation with the public.

5.3   Values that guide the development of the region

Issue summary

Values that shape the strategy, and guide decision-making across economic, environmental and social issues.

Comment

The question of values elicited strong feelings at all workshops. Key values centred on the natural and aesthetic qualities of the region, the sense of community and life-style and concern about inappropriate development both within towns and between them.

A 1999 survey conducted on behalf of Surf Coast Shire (see Submission 45 summary) underpins these findings i.e. the environment is strongly valued by residents and the visitor community and uncontrolled growth is considered to have a detrimental impact on the environment and lifestyle of residents.

The most outstanding values expressed by participants relate to the coastal part of the region and its exceptional natural features. Words like world class, pristine, natural, unspoilt, beautiful, undeveloped, unique and scenic were used by participants to describe the values apparent in this part of the region. There is a strong sentiment that the natural values of the region should not be compromised.

There are also clear values expressed by many relating to the Otway Ranges and the need to safeguard the natural values of this part of the region.

There is recognition that the hinterland provides a significant contribution to the economy of the region. While there is some concern about the impact of primary production on environmental values there is an acceptance of the need for a growing and innovative dairy and agricultural industry. However, these issues were not expressed as strongly as the natural values of the coastline. A contrary view focussed on the weakening economic viability of many smaller rural farms, and the need to move towards a more integrated rural tourism focus.

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Another clear value relates to the lifestyle choice afforded by the small and large towns of the region. The region offers a way of life and an attractive setting valued by residents, part time occupiers and others who made up the workshops. Comments such as slower pace of life, tranquillity, isolation, character and a sense of community made up some of these statements. While remarks varied according to which settlement being referred to they essentially relate to a sense of well being.

While the natural beauty of the area and its abundant natural features are highly valued by those living in the area these same features are also described as major drawcard for additional full time or part time residents seeking the same lifestyle as those currently living in the area and for the many holiday makers and casual tourists that visit the region.

The gradual transformation of small coastal towns into sought after places of residence or holidays is seen by some participants as having the potential of impacting on natural values and reducing the character and amenity of settlements.

While natural values are recognised as forming the basis of a successful and growing tourist industry there is an equal concern that the pressure for tourist infrastructure such as accommodation, shops and other commercial development will have a negative impact on the natural values of the area.

Conflicting values were expressed about logging in the Otways. While some participants recognised that logging has an economic benefit and is an employer in the region more perceived logging as impacting on the scenic attractions of the area and affecting the tourism potential and water quality through runoff from logged areas.

Key Messages from Consultation

- Workshop participants were consistently supportive of maintaining the natural beauty and environmental integrity of the region with particular emphasis on the coastal part of the region.

- Many responses supported retention of the lifestyle opportunities in the region made up of the natural setting and character of the small towns in the region.

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6   ANALYSIS OF ISSUES - ENVIRONMENTAL

6.1   Natural heritage

Issue summary

Safeguarding the natural heritage of the region.

Comment

For the purposes of this paper the "natural heritage" of the region is used to describe the valued resources of the natural environment – the biodiversity, the flora, the fauna, the soil, the geomorphology.

An issue of consistency across all workshops and submissions is a strong, if not passionate desire to safeguard the environmental resources of the coastal part of the region and the Otway Ranges.

Many felt that the growth in tourism, housing, leisure and recreation impose potential threats to the natural and cultural (see next section) resources of the region. Participants considered that, over time, increased visitor numbers in sensitive national park areas and coastal heathland, logging in forests, poor land management and numerous incremental changes in townships will all have a cumulative long term negative impact on the environmental values of the region. These include proliferation of environmental weeds, over use of key locations in some National Parks, logging of public forests and resulting impacts on water quality and loss of biodiversity.

There was criticism at several workshops that the agencies responsible for managing the environmental assets of the region are under resourced and are therefore not able to adequately safeguard the region's resources.

A submission from the Colac-Otway Ratepayers Association suggested that basic infrastructure was being neglected such as withdrawal of State government funds for toilet blocks.

However, Dr Geoff Mosley, on behalf of a number of environment groups, states that the region's environment is in a relatively good condition and has been quite well protected through previous strategic planning programs. However, the groups are concerned that complacency and lack of positive action will allow resources to be degraded.

Participants considered that the region has opportunities for growing economic development in agriculture, private forestry and tourism. This was felt to have positive spin off effects for local employment and broader benefits for the region and Victoria through investment and expansion. However, in the case of tourism, the increasing visitor numbers to attractive coastal areas are reportedly putting a strain on some local features.

There was a degree of dissatisfaction in some workshops that while the natural heritage and scenic and landscape resources of region were enjoyed by many from outside the region the economic benefits of this were not being adequately returned to the local area. In terms of the tourism industry it was held that the popularity of day visits did not contribute significantly to the local economy and yet many of the costs were borne by the local community eg toilet blocks, rubbish collection, road

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maintenance. Additionally, National parks and other public land were held to be under increased pressure by visitors but resources applied to management did not reflect the intensity of use.

To help capture additional dollars for the region suggestions were made about encouraging more and longer overnight stays and increasing marketing for the region as a destination place rather than for the purpose of quick day trips.

The trade-offs between economic development and loss of natural heritage were expressed strongly in regard to forestry operations in the Otways. Many participants considered that the benefits obtained from clear felling and wood chipping of public forest were less than the environmental advantages of maintaining the forest. Participants were not convinced that Regional Forest Agreements were safeguarding the region's forest assets.

There were numerous references to the outstanding importance of the natural attributes of the area, including repeated calls for the region to have World Heritage listing. Reference was made to local orchids being of world significance.

The rural communities of the hinterland value the natural attributes of their area; particularly those associated with the volcanic history of the region, and the water features that they believed could be developed for tourist purposes.

A few participants suggested preparing a database of natural assets that are critical in the region. This could form a base line for comparative purposes.

Key Messages from Consultation

- A key issue arising from the workshops and submissions revolves around the need to safeguard the outstanding natural values of the region.

- The coastal parts of the region and the Otway Ranges were the areas of greatest concern to participants

- Given the views from most workshops and submissions, values associated with preservation of the natural heritage should be given the highest prominence in decision-making.

6.2   Scenic and landscape resources

Issue summary

Safeguarding the scenic and landscape resources of the region.

Comment

Linked closely to the issue of natural heritage are the scenic and landscape resources of the region. In referring to the environment many participants described the outstanding landscapes and natural beauty the area, the coastal areas, the vistas, the beaches, the sense of isolation and quietness. It was stated that it is these features linked closely to the natural heritage of the area that attract many visitors and

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permanent residents to the region. As one submitter put it "the scenic resources underpin much of the economic base of the region"[1].

While there is a high level of appreciation of the whole region most comments were reserved for the scenic and landscape resources of the coastal areas along the Great Ocean Road. It is this area that attracts most visitors.

The Otway Ranges are also highly regarded by many for their landscape quality and scenic attractions. Some participants expressed concerns about the visual impact of clear felling on private land and the negative impact this has on the tourism potential of the region. It was stated that visual buffers of vegetation are normally retained on public land subject to logging, but on private land farmers often clear vegetation to the road frontages to maximise yield. It was unclear whether permits are required for private forestry operations.

The notion of scenic and landscape attractiveness extends beyond the natural environment to townships and settlement areas. Many participants were critical of what they perceived as loss of township character through the changes occurring in urban areas such as overdevelopment, ribbon development, increased commercialism and poor design. (See later comments – township and community development).

These comments extend to and include the potential impact of development between towns along the coastal strip in particular. There was concern that too much development was possible or might be permitted between towns. There were concerns that the actions of individuals and commercial interests may mar the broader community values that should prevail in these locations.

While there was less reference to the rural parts of the region some spoke positively about the attractive rural landscapes in the more northerly parts of the region. Small towns such as Beech Forest and Forrest were seen to add to the richness of the local heritage and the lack of housing and other development between towns was seen as a positive advantage in landscape and rural character terms.

A fundamental concept guiding planning along the GOR since the 1950's has been the maintenance of open undeveloped landscapes between towns. However, while they may exist, there was no reference in the workshops and submissions to publicly accepted landscape assessment and guidelines. One submission stated "what is currently lacking is a comprehensive study of the scenic resource values and sensitivities of the region"[2].

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[1] Scenic Spectrums – letter dated 29 November 2001.

[2] Scenic Spectrums – letter dated 29 November 2001.

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Key Messages from Consultation

- An issue of prime importance to participants is the scenic and landscape resources of the region, in particular the scenic landscapes along the Great Ocean Road and the generally low-key nature of small coastal settlements.

- The Otway Ranges and the rural parts of the region are also appreciated for their natural beauty and scenic attractions.

- These attributes are regarded as major drawcards for tourists and an important reason for more permanent residents establishing in the area.

- Participants consider that the key elements of scenic and landscape resources of the region should be protected, particularly along the Great Ocean Road.

- Participants drew attention to the positive experience of driving from the coast through the Otways and through the flatter farming areas.

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7 ANALYSIS OF ISSUES – SOCIAL

7.1 Lifestyle, community and culture

Issue Summary

Recognising and nurturing local communities and culture

Comment

There was widespread support from participants the lifestyle offered by the region. While the scenic beauty of the region and the opportunity for worthwhile work are obviously two drawcards, many spoke of the pleasure of living in the range of settlements offered in the region.

For those with homes and interests along the coastal strip words like relaxed, slow pace and family/people friendly came through as strong attributes. The lack of commercialisation was seen as a positive feature.

For others there was a concern that despite these positive attributes there was a growing divide between rich and poor and between affordable housing and prohibitive house prices. Commercialisation, and with it a sense of a loss of character, and lifestyle, was a concern to many.

While friendliness and community spirit were embraced there were others that spoke of the divergence of attitude within local communities and between full time residents and part timers. At Port Campbell there are strong differences of views about how the town should grow.

A key message from participants was that they did not want to be taken for granted by decision makers. While there was recognition that change was inevitable and that differences would abound, residents wanted to have a role in their future destiny. While consultation about the future was treated with a degree of cynicism many felt that ongoing dialogue was necessary to achieve a desirable future and maintain the important lifestyle and cultural attributes of the region.

Words like "partnership" were used to emphasise the need to sustain ongoing relationships between the community and decision makers in governments.

There was some level of support for recognising the history of the area including its many shipwrecks and the pioneering history of the Ocean Road and broader region. Some of the submissions referred to the need to better educate the public about the long-term contribution of the forest industry to the heritage of the region.

There was passing reference to the aboriginal heritage of the region.

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> **Key Messages from Consultation**
>
> - Most participants openly supported the lifestyle and sense of community in individual towns.
>
> - There are concerns that this culture and lifestyle is under threat from the many changes occurring in the region.
>
> - There are concerns from many participants about the future of urban boundary expansions, physical layout, economic development and other related issues and how these will impact upon the character of the region's towns and the lifestyle of the residents.

7.2 Coastal townships

Issue summary

The future development of towns in coastal areas.

Comment

There are broad based concerns from many participants regarding the future development of small towns along the coastal strip. Issues include:

- Overdevelopment

- A desire to limit township expansion

- Loss of community

- Poor design of buildings

These issue rank high in the concerns of most participants.

Past planning policies applying to the coast have encouraged the development of coastal towns in discrete locations separated by open spaces of natural bushland and farms. However, there are fears that as towns have been become increasingly popular for full time and part time residential accommodation the pressures to expand and infill have become greater. There are concerns by participants about "ribbon development" and towns expanding outward into more natural areas.

Some participants were concerned that the open spaces between many buildings were being reduced, vacant land was being taken up with new houses and densities of development were increasing.

As the popularity of the region increases and land supply has become more limited prices have risen, leading in some towns to concerns of a less equitable social mix of residents.

In towns such as Apollo Bay there are concerns that families and persons on lower incomes may be forced to leave through rising land prices. As a consequence there

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may be a more a limited workforce to draw upon to service the tourism industry and other services.

The impact of dwellings, built form and infrastructure such as power lines on the landscape is seen as a major threat. Some referred to the need for landscape values to be pre-eminent when development is being considered.

Some workshop participants suggested setting limits on population and others suggested tighter building controls. Some suggested limiting the footprint of individual towns.

Key Messages from Consultation

- Township growth and development is one of the key issues of concern to many participants.

- Participants consider that careful control of township growth is integral to the well-being and welfare of existing and future residents and the natural resources and scenic and landscape resources of the region.

- Given the concerns of participants issues that might be considered in the strategy include:

    The constraints and opportunities for township development

    Spatial limits to townships being set and preserved

    Controls on development outside towns

    The preparation of policies regarding the expansion of all small coastal towns

    Urban design and landscape guidelines for township development where these do not exist.

7.3 Security and safety

Issue Summary

Providing a safe and secure environment for people and property.

Comment

Two critical issues emerged through the workshops and submissions. First, the region's natural environment is renowned for its bushfires. There have been many outbreaks in past years resulting in devastating loss of life and housing. One submitter referred to the area as being in the top 3 bushfire/wildfire prone areas on the globe[3]. Combined with this are the topography of the coastal strip and the nature of the GOR and other access roads that can make the provision of timely and reliable access for emergency services difficult.

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[3] Wye River and Separation Creek Progress Association.

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The second issue is the nature of the Great Ocean Road and the safety of car drivers, motorcycle riders and other road users. Many participants referred to the need to provide additional safety measures such as turnouts, passing lanes and improved road surfaces. Other comments about road safety have been made in the section on Access and Transport.

Key Messages from Consultation

- Reliability of access is a key element in providing emergency services to the region.

7.4 Education

Issue summary

Improving the understanding of the natural heritage of the region.

Comment

Many participants considered that there was high level of ignorance about natural systems existing in the region (and generally in society). The view was that this is not limited to tourists and casual visitors but included farmers, residents and even the officers within agencies responsible for managing and promoting the region.

Tourism Victoria is seen as promoting the region but not understanding the impacts visitors may have on the public land in the region.

At two workshops there was a suggestion that a university be established that focussed on environmental education and research.

The region is renowned for its natural heritage and scenic and landscape resources. Many participants considered that education of visitors and stakeholders alike would be positive in ensuring a better understanding of these attributes and contribute to a more caring attitude to the environment.

Key Messages from Consultation

- There was strong support from participants for environmental education to be a key component of visitor and resident information.
- Greater resources should be provided for the management of public land in the region.
- Given the concerns of participants the strategy might consider:

    The development of an education component in tourist literature about the region

    The preparation of local education programs to assist a greater understanding of natural heritage issues.

    The establishment of a university campus within the region focussing on environmental education and research.

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8   ANALYSIS OF ISSUES - ECONOMIC

8.1   Tourism

Issue summary

The role of tourism in supporting the region's economy and its wider function of providing a resource for visitors.

Comment

There is clear recognition by participants that tourism is a growing and important part of the economy of the region. It also provides a unique resource for Victorians, Australians and international guests to visit and enjoy.

However there are concerns that growing visitor numbers:

- Will have a detrimental impact on the natural resources and scenic and landscape resources of the region,

- Are directed primarily at the "honey pots" of the region eg Twelve Apostles

- Place undue strains on basic infrastructure such as water and sewerage and visitor accommodation.

There are concerns by some participants that many tourists visit the GORR as a day trip leaving little behind in terms of economic advantage. Others referred to the cost of providing infrastructure for tourists such as toilets and other amenities from local rates but without a commensurate return. (See comments above).

Many participants considered that other features in the region should be better promoted to spread the load and provide a more even distribution of benefits and costs. However, there was limited reference to what these additional features are. The workshop at Colac referred to the development possibilities of Lake Colac and the attractions of volcanos and lakes in the northern part of the region. Those with a keen knowledge of the region referred to the many walking trails and less "in your face" features of the region.

There was comment that tourist material produced by State and local operators placed emphasis on the GOR to the detriment of other locations.

Many participants referred to the charm and low-key character of most towns. But, fears exist that tourist developments such as Erskine House and the Cumberland at Lorne might expand to other sensitive parts of the region. The reaction against these developments appears to be a mixture of concerns related to scale, "outside" developers and big money, the market being pursued, impacts on town character and inappropriate alienation of the coastal fringe.

There are concerns by some that tourism employment is primarily a casual employer of people and that more permanent jobs should be sought through expanding the concept of the 'tourist season' to include the more subtle charms of the region in winter months.

The message from participants is that the natural heritage and scenic and landscape resources of the region is a fundamental feature valued for its environmental, social

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and economic attributes. For equity reasons it should be preserved for future generations. Tourism and its growth need to respect this objective.

Key Messages from Consultation

- Many participants consider that tourism is a key and growing aspect of the local economy and the region.

- Most participants consider the natural heritage and scenic and landscape resources of the region are fundamental to the success of tourism in the region and tourism must respect these values.

- Many consider that greater effort should be made to marketing a wider range of locations suited to tourism to help spread the load across the region and more evenly distribute the benefits.

- Most believe that additional resources are required to manage the impact of tourists on the public land in the region including basic infrastructure (such as toilet blocks, parking and signage), additional interpretation facilities and park managers.

8.2 Primary production

Issue summary

The contribution of a proactive agricultural industry centred mainly on dairying.

Comment

Primary industry was regarded as important to the region by a number of participants. While primary productivity may be increasing, there are concerns by some participants that social connections based on small service centres are diminishing.

Some concerns were expressed regarding the impact of farm runoff and other negative influences from farm properties including the possible dangers from milk tankers on narrow rural roads.

The latter issue was considered by have greater risk potential if access roads from the Princes Highway to the coast are upgraded to attract additional tourist traffic.

Key Messages from Consultation

- A number of participants recognised the importance of the dairy industry and other primary production for the region. However, participants are concerned about:

    Changes in primary production practices that are impacting on the social stability of small inland towns, and

    The potential for off site effects from dairying and agriculture, including water pollution.

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8.3 Timber industry

Issue summary

The impact of forestry operations on the natural heritage, scenic and landscape resources and social fabric of the region

Comment

There was a general level of concern at workshops about the long term impacts of logging on the environment including the loss of biodiversity, effects on water quality and landscape attributes.

There are calls by some submitters for clear felling to cease in the Otways

There are also concerns by some participants that logging on private land is changing the character of the landscape and having negative impacts following harvesting. These include impacts on water quality and damaging visual impacts along roads where felling has occurred up to fence lines.

There are also concerns that private plantations have displaced some farming properties and are leading to divisions in the local and broader community.

While regional forest agreements are in place across the Otways there remains a concern that logging's impact on the environment outweighs the economic and social gains for the community.

Participants recognise that the forests support jobs in the timber industry but suggest the numbers involved are small. One participant at Colac suggested that logging might have peaked in the Otways.

A number of participants referred to the desirability of extending national parks from "Ridge to Reef" to incorporate existing State forest. These issues are referred to in "Where the Forest Meets the Sea", a publication prepared for the ACF and others.

It does not appear that any private forestry interests were represented at the workshops except through DNRE. Only one written submission was made by a representative of the industry.

Despite the RFA process there remains a deep-seated concern in the region that logging and wood chipping is seriously at odds with the wish of some participants and environmental groups for a region that should be known more for nature conservation than for timber production.

There were mixed views in the workshops about agro forestry on private land. Some considered that planting of native trees (not softwoods) on private land was a positive move in diversifying the regional economy. However, there were fears that loss of farmland would also lead to loss of population in the hinterland, thus undermining the social fabric of rural areas.

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> **Key Messages from Consultation**
>
> - Logging, clear felling and wood chipping are key concerns for a considerable number of workshop participants.
>
> - A number of workshop participants, and one submission from a combined assembly of conservation groups, suggests converting at least part of the Otways State Forest to National Park.

8.4 Access and transport

Issue summary

Access within the region.

Comment

The key issues relate to the Great Ocean Road and include:

- The role of the road in serving the coastal region

- Alternative access arrangements to coastal towns and tourist locations

- Safety issues

Other issues include:

- Upgrading the Princes Highway

- Public transport

- A variety of by-pass proposals

- Improved bicycle access

Another access issue relates to walking, within townships and for recreation and pleasure.

A main transport issue for the region identified by participants is the future role to be played by the Great Ocean Road. The road functions as both an economic and social link between towns and as a scenic route for tourists.

There was strong support by most workshop participants for maintaining the scenic function of the route. However, it was recognised that conflicts can occur between slow moving traffic enjoying the scenery and other through traffic with specific destinations along the road. These conflicts and the actual geometry of the road are seen by some as contributing to road safety problems.

Some participants suggested a number of ways that the tourist and scenic role of the road could be reinforced, including:

- Replacement with a scenic railway

- One way traffic

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- More speed restrictions

- An "E-Tag" system requiring payment to use the route

It was suggested by some participants that marketing of the Great Ocean Road region placed too much emphasis on the coastal road trip from Torquay to Peterborough (or vice versa) contributing to unnecessary traffic congestion on the road. As a form of relief, a number of comments were made about marketing and improving the access roads leading to the coast from the Princes Highway. A direct route from the Princes Highway serves each township. However, the quality and standard of the roads was subject to criticism from some participants. In addition there was some concern about the potential for conflict with milk tankers and logging trucks that also use these routes.

Safety issues along the Great Ocean Road were of concern to a number of participants. These issues relate to the quality of the road itself, the behaviour of motorcycle riders and the security of the townships in the event of a disaster such as bushfires.

The Motorcycle Riders' Association is concerned about the safety of the GOR for riders. It suggests that the causes of the high number of motorcycle accidents should be subject to research.

Safety suggestions ranged from reducing speed limits, improving road shoulders and introducing one-way traffic.

In a submission to the strategy the President of the Motorcycle Riders' Association acknowledges that rider attitudes are a contributing to accidents but reference is also made to design and maintenance faults on the GOR. These include the remains of loose gravel left after prime patching maintenance.

One person (who did not attend the workshops) suggested motorcycle safety could be improved by sealing access roads leading onto the GOR for approximately 30 metres to limit stones and gravel penetration.

Security issues in the event of emergencies were of some concern but mainly to emergency authorities. Improvements to the north south access routes were viewed as providing some relief in this respect.

A number of participants sought the widening of the GOR and the introduction of more passing lanes. However, these comments were in a minority and were outweighed by those who considered that the role of the road should be mainly tourist oriented and renowned for its views and scenery rather than the ease with which it can be negotiated.

A number of participants recommended widening and improving the Princes Highway to better serve the whole region including the Great Ocean Road. Improvements to the Geelong Freeway were seen as a helpful project as is the proposed western by-pass of Geelong. (It is understood that a new study is examining an eastern by-pass of Geelong that may have the effect of pointing traffic more directly at Torquay and the Bellarine Peninsula).

It was suggested at the key stakeholders workshop that the location and configuration of where the Geelong western by-pass entered the Princes Highway might help influence how traffic enters the tourist region. The more westerly the point the greater

chance that access from the Princes Highway will be favoured over using the GOR via Torquay.

Many people raised the issue of public transport, not only for tourists but also for locals. Detailed comments were made about routes, frequencies, terminus locations etc. Some suggested that tourist buses be used to transport people to icon sites instead of the use of private vehicles. Environment Victoria suggested that a sound public transport system has the potential to reduce private vehicle demands on the GOR.

In response to existing traffic congestion and improving the character of townships a number of participants suggested by-passes of Anglesea, Lorne and Colac. These suggestions were mainly directed at the upgrading of alternative routes within these townships.

Improved bicycle access along GOR was raised by a number of participants. Suggestions included opportunities for safer access along the GOR or additional shared walking and biking facilities.

Improved walking access had two dimensions at the workshops and through submissions. Some participants considered that there should be increased emphasis on the use of walking in towns to access facilities and services. But, the majority spoke about the opportunities for improved recreational walking trails along the coast and through the Otways. The opportunities to develop world standard walking trails was heavily emphasised by some. For instance, the Aireys Inlet Foreshore Committee of Management referred to the Aireys Inlet Cliff Walk while the Otway Ranges Walking Track Association recommended the development of long distance walking tracks such as the Trans Otway Track.

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Key Messages from Consultation:

- There is strong support from participants for maintaining the Great Ocean Road as a scenic tourist route and to maintain its current character rather than considering the route as a normal highway.

- There is support for improvements to north south roads linking the Princes Highway with the Great Ocean Road.

- There is support for:

  Improved public transport to serve settlements, and

  Investigation into alternatives to the private vehicle to visit tourist locations

- There is support for extensions to recreational walking trails along the coast and improved access within settlements.

- On the basis of comments received issues that could be considered in the strategy include:

  Confirming the principal role and function and design parameters for the Great Ocean Road

  Upgrades to access roads between the Princes Highway and the GOR

  Improvements to safety issues along the GOR including speed limits, sealing of shoulders and sealing of gravel access roads

  Improvements to existing public transport services

  Improved marketing of access options to the region

  Better management of visitors' vehicles

  Improvements to public transport and visitor access

  Extension and upgrades to recreational walking trails and internal township walking access.

8.5 Services for coastal towns

Issue summary

Utility services and infrastructure in coastal townships.

Comment

Issues include:

- Improving water supply and quality
- Limiting the demands on existing water resources
- Ensuring that treated sewage is treated on land and not in the ocean

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- Introduction of environmentally friendly services such as solar power, composting toilets etc

There was some concern from participants that water supply problems already experienced in towns such as Apollo Bay would be repeated in future years due to increasing development and visitor pressures unless action is taken to provide greater security of supply.

While there is concern about supply, there is related concern that further dam building in the Otways would have negative impacts on the environmental heritage of the region.

Barwon Water state that additional demands on water and wastewater systems will need to be managed in an environmentally sustainable manner. The cost of providing additional services cannot be met, however, without support from the State government.

Some suggested greater controls over water use including the limitations of spas in accommodation and better use of water tanks.

The issue of renewable energy was raised a number of times. A few participants expressed concern about the potentially adverse effects on the aesthetic environment from the large-scale introduction of wind farms.

A number of participants suggested greater use of renewable energy and resources in line with world's best practice.

Key Messages from Consultation

- There is concern by many participants that basic infrastructure such as water and sewage should be improved to proper environmental standards

- Based on participant comments:

    Studies could be undertaken to assess the future needs of coastal settlements for utility services together with an assessment of the impacts such upgrades may have on the environment, economic growth and the welfare of its residents and visitors, and
    More renewable energy sources could be considered.

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9   ANALYSIS OF ISSUES – INTEGRATIVE

9.1 Vision

Issue summary

A vision to guide the development of the region.

Comment

A number of participants considered that an underpinning component of a strategy for the region is a vision to guide long-term planning for the future. Many participants at the workshops talked enthusiastically about an enhanced outlook for the region rather than one based merely on emerging trends.

While some saw changes occurring in the region as positive, there was a range of concerns about the "unsustainability" of other trends. For instance there were concerns about the impacts of population pressures on the natural heritage of the area and a desire to curb the perceived excesses of overdevelopment in township areas.

There was apprehension that the scenic beauty of the coastal region, based primarily on its natural attributes, would be exploited through the actions of individuals to the cost of existing and future generations. There were concerns that the influence of forestry operations in Otway Ranges were leading to unsustainable impacts on the natural environmental and landscape values. In the hinterland, there were concerns about the loss of small communities.

Considering all the issues that have been raised in workshops and submissions, the components of a vision and preferred attributes for the region could include the following:

- A place of national significance
- A place that is accessible for all to enjoy
- A place where high landscape quality is of overriding importance and must be preserved, promoted and enhanced
- A place where environmental sustainability is applied as a guiding principle
- A place where diverse communities can enjoy a quality lifestyle in settlements that reflect local landscape character
- A place where social needs, ecological care and economic development are balanced and integrated.

Key Messages from Consultation

- Many participants were supportive of an overall vision to guide the development and conservation of the region.

- The vision might contain the components outlined above (which encapsulate the views of many of the participants).

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9.2 Spatial impact of policies

Issue summary

The delivery of strategic policies across the region.

Comment

There are three main sub regions within the GORR that have emerged from the workshops and submissions. These are the coastal strip, the Otway Ranges and the hinterland.

The most frequent comments from participants related to the coastal parts of the region. While specific issues varied between participants from different townships there are a collection of interests that are common to this part of the region such as the outstanding natural beauty and environment and the associated tourism drawcards.

The Otways were referred to for their environmental qualities, the issues related to logging, their relationship as a backdrop to the coast and their role as a source of potable water.

There were less comments and participant representation from the hinterland. However, the comments that were made indicated a community of interest centred on the productivity of the land and the attractive lifestyle offered by small towns and the open rural environment.

Key Messages from Consultation

- Participants made distinctions in their observations between three broad sub regions within the GORR - coastal, Otways and hinterland.

- The greatest number of comments and observations were directed at the coastal sub-region.

9.3 Planning, management and implementation

Issue summary

Co-ordination of planning and management.

9.3.1.1 Comment

A fundamental issue of concern of many participants was the perception that government agencies were not communicating with each other and that different departments and groups were pursuing different agendas without regard to an overall vision.

Many participants have a genuine concern that planning and management of the region is too fragmented and lacks the mechanisms and resources to ensure that the excellent features of the region are being safeguarded for future generations.

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Some participants commented that planning is disjointed with local governments and State agencies, natural resource agencies, tourism agencies and corporatised infrastructure providers all undertaking their own planning.

The expectation by many is that the strategy should provide directions for a more coordinated approach to decision making.

Several participants suggested the formation of a single planning body for the region. Some suggested an Ocean Road planning sub region to ensure the necessary integration. Suggestions included the need for one local government or a regional authority.

There was an added concern by many that the future of the region needed to be in the hands of the local community, particularly the detailed implementation of the strategy.

Others expressed concern about the longer term and the need to remain flexible. Others were concerned to ensure that results were being properly monitored. The lack of monitoring of the outcomes of previous consultation exercises in the region fuelled this latter concern.

Key Messages from Consultation

- There is support from many participants for improved and ongoing coordination and cooperation across the region and for mechanisms to be established to ensure ongoing monitoring and implementation of the strategy.

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10   APPENDICES

10.1   Appendix A   The content of the storyboards.

Future 1:   Growth based on current trends?
Key features

- Planning based on providing for current trends
- Limited intervention in market forces
- Ad hoc response to development proposals

Possible Outcomes

- Gradual increase of tourism and other businesses in existing locations
- Steady increase in new jobs
- Gradual upgrade of roads and parking to serve demand
- Changing community character—mainly in coastal townships
- Gradual loss of some landscape features and natural areas.
- Less efficient use of natural and community resources
- Social change and dislocation in townships
- Reactive response to problem "hot spots"

Future 2:   Accelerated Growth?
Key features

- Economic development actively supported
- Unlimited tourism development
- High levels of permanent population

Possible Outcomes

- New jobs and businesses created and increased regional wealth
- Increased development of each township for new residents
- Water and sewerage facilities upgraded and additional town services provided
- Roads widened and access upgraded—leading to greater traffic volumes
- Greater pressure on all natural resources of the region
- Natural areas used for expanded activities

Future 3:   Targeted Growth?

Key features

- Growth promoted in selected settlements
- Focussed tourism development
- Limited development in other locations

Possible Outcomes

- High growth in targeted locations such as major towns
- Targeted road and utility upgrades in locations selected for growth
- Possible development of new settlements
- Sensitive natural areas safeguarded
- Uneven distribution of costs and benefits across region
- High social impacts in some areas
- Restrictions on economic development outside selected growth locations

Future 4:   Growth secondary to Landscape and Nature?

Key features

- Priority given to protecting and enhancing natural assets
- Growth and development strictly controlled

Possible Outcomes

- Landscape quality improved and eco-systems enhanced
- Limited changes to existing lifestyle
- Development restricted to locations of low environmental impact
- Increased restriction on some tourist development
- Visitor numbers and access controlled
- Economic growth constrained

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10.2 Appendix B   Summary of Submissions

Thirty-seven written submissions were received. These are summarised below.

Table 7 represents an overall summary of the submissions by the category of submitters.

Table 7   Summary of submissions by categories

Type of submission		Number	%
Personal		17	43.6
Community Group		11	28.2
Service providers and Cttee's of Mgt.		4	10.3
Industry representatives		2	5.1
Consultants on behalf of individuals		2	5.1
State government		1	2.6
Local government		2	5.1
	Total	39	100.0

Table 8 presents a summary of the key issues in each submission.

While there are 45 submissions referred to in the table some submissions have been recorded twice. Some are simply papers retuned from workshops and others are requests for information. The latter classes of submissions have not been included in the analysis shown in Table 7.

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Table 8   **Summary of the key issues in each submission.**

No	Name Association	Issues	Wishes submission to be acknowledged	Wishes to be put on mailing list	Comment
1.	Ron Brien Bus Association Victoria Inc.	The area designated for parking coaches and long vehicles at London Bridge is poorly signed.	-	-	
2.	Dr Ray Nichols	Submission to follow – See submission 31	-	Y	
3.	Dr David Smith	Concerned with increase of cars on Great Ocean Road, and need to provide improved alternative access routes to Apollo Bay, particularly via Mt Moriac. Detailed comments on ways the bus service can be improved.	-	-	See comments on Access and Transport (Section 8.4) Public transport improvements were suggested by a number of forum participants
4.	Ian Murray	Interested in Apollo Bay to Princetown locality in particular. Inadequate tourist lookout and parking facilities at Glen Aire and Castle Cove. The Sand Road between Glen Aire and the Aire River estuary needs maintenance, and old bridge should be reopened to connect the two National park campsites.	-	Y	See comments on Natural heritage and Scenic and landscape resources (Section 6.2)

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5.	Mr Marshallsea	There should be no development between the road and foreshore (many examples given of inappropriate development, including at Lorne and Apollo Bay).			See comments on Scenic and landscape resources (Section 6.2). .
		Submitter suggests purchase of freeholds between GOR and water and less use of foreshore for non-coastal related development.			
		The declared road (GOR) should be extended between Torquay and Queenscliff, and planning provision was made for this in the 1970s.			See comment on Spatial Definition of GOR.
		Better definition of peak traffic in terms of 30th highest hourly volume in a year. Lists alternative routes that could be improved, and notes provision for land reserve for duplication "to Anglesea and between Geelong to Anglesea". Signage to alternative routes to destinations beyond Torquay, and better guardrail standard to reduce motorbike accidents advocated.			See comments on Access and Transport (see Section 8.4)
6.	Reg and Maiva Wilkinson	The values, key issues and threats listed in the submission support points made at the workshops. Under solutions, one new point is to "Disallow the rumoured cruise ship anchorage plan for Apollo Bay".	-	-	See comments on Scenic and landscape resources (Section 6.2). Cruise ship issue did not arise at workshops.

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	Reg and Maiva Wilkinson (contd.)	Emphasis given to the need for continual improvement to Great Ocean Road **not increased restriction**.			See comments on Access and Transport (Section 8.4) Most participants requested that road be retained as a tourist road with scenic attributes. While safety improvements were favoured this should not be at expense of the driving experience. Widening was not favoured.
7.	Martin Fuller Hancock Victorian Plantations Pty Limited	The timber industry is important to the economy of Colac and surrounding areas. Plantation timber transport uses a number of roads, including the Colac–Gellibrand–Ferguson–Beech Forest Road. If increasing numbers of tourists use these roads in preference to GOR, improvements to road surface, shoulder width and passing lane provision needed.	-	Y	The only submission from a producer regarding forestry in the region. See comments on Access and Transport (Section 8.4)
8.	Peter Fillmore	The effect of greenhouse and rising sea levels could undermine sections of the GOR. See report commissioned by DNRE in August 1996 "Apollo Bay Coastal Processes" by Vantree Pty Ltd.	-	-	
9.	Mr Jamie Rothman Kennett River Campers Forum	Concerned about the use of the Foreshore Reserve for private profit, and management changes including unsympathetic development, fee increases, aggressive businesslike style, and lack of consultation by DNRE with Victorian community.	-	-	Use of foreshore reserves is subject to NRE approvals, coastal strategy, local planning policies and public process.

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10.	Robert McMurray	Supports "Future 4", a holistic approach to conserving critical values, and the creation of an "Otway" Shire with strong planning controls. Apollo Bay should have defined town boundaries, an 8-metre height limit, urban design and landscape controls, improved boat launch "facilities", no further development on the foreshore, and specified traffic management measures.	-	-	See comments on Coastal townships (Section 7.2) and Planning, management and implementation (Section 9.3)
11.	Ian Davis Barwon Water	Current financing arrangements for water and sewerage services are socially inequitable across the region. Increased growth or tourism will continue to put additional demands on water and wastewater systems that need to be managed in an environmentally sustainable manner. The cost of providing additional water and wastewater services to the region cannot be met without the financial support of the government and implementation of appropriate development charges that reflect the cost of servicing growth.	-	-	See comments under Services for coastal towns (Section 8.5)
12.	Stephanie and Kevin Berry Harrington Memorial Park Management Committee, Wye River	Big multi-level dwellings now being built at Wye River which are out of character. A "light footprint" is required to avoid land slippage. Wildlife diversity is valued. Huge garbage-removal trucks damage the narrow unsealed roads of the area, and big bins degrade the visual amenity of the area. Environmental weeds and garden escapes are a huge problem. A form of asparagus fern threatens large tracts of bush at Wye River. "Our vision is to create a historic trail through an area of natural bush and native plantings."	-	-	See comments on Coastal townships (Section 7.2) and Natural heritage (Section 6.1)

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13.	Dr John Pigot Motorcycle Riders' Association	It is of paramount importance that motorcycle riders have access to the GOR equal to that of other users. Research into the cause of motorcycle accidents is needed. Research is needed on road design, signage, surface conditions, the competency of other road users and atmospheric conditions to improve motorcycle accident rates. An emphasis on changing rider behaviour will achieve more lasting effects than punitive measures.	-	-	See comments on Access and Transport (Section 8.4) and Security and safety (Section 7.3).
14.	Errol Morris	<u>Tourism</u> - Tourism is vital to the region and should continue to be promoted and encouraged.			See comments on Tourism (Section 8.1).
		<u>Public facilities</u> - Surfcoast Shire spends a pittance on improving public facilities and cleaning existing ones.			The development of appropriate infrastructure is an essential part of the tourism industry. Basic facilities like toilet blocks are normally the responsibility of local government.
		<u>Boat launching</u> - There is a lack of safe boat launching ramps along the coast—existing ones are not safe.			Boat launching facilities not raised at community forums. Expansion of harbour facilities for fishing industry was raised at Apollo Bay.
		<u>Education</u> - An "environmental education centre" is needed at Anglesea. Has been on books for a number of years.			See comments on Education (Section 7.4).
		<u>Thermal water</u> - Underground thermal water should be developed at Anglesea.			

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| | Errol Morris (contd.) | Car parks - Use of yellow Gerang gravel on car parks, while cheap, is environmentally unacceptable and physically dangerous. Car parks should be sealed, and silt traps placed along waterways. | | | See comments under public facilities above |
| | | GOR - The GOR needs to be upgraded and widened, and longer passing lanes built. | | | See comments on Access and Transport (Section 8.4)
The majority of those at forums did not support major upgrades to the GOR. |
		Housing densities - Local builders are capitalising on high house prices and building too many high density "town houses".			See comments on Coastal townships (Section 7.2).
15.	David J Fraser	Until connecting roads are improved, hinterland tourism spin-offs will not happen.	-	-	See comments on Access and Transport (Section 8.4)
16.	L Brian Williams Aireys Inlet Foreshore Committee of Management	Extracts from the Foreshore Management Plan (detailing important management policies and issues) and the brochure "An invitation to discover the Aireys Inlet Cliff Walk" (which fosters a low key, environmentally appropriate tourist experience) are provided.	-	-	A number of forum participants recommend expansion of walking trails through the region.
17.	Sally Lewis
Manager, Tourism Business Unit, Glenelg Shire Council	The Glenelg Shire is an integral part of the GOR Region, and should be included. **An invitation is extended to run a forum in Portland**. In October 2001, the Nelson Visitor Information Centre increased its visitation by 200% compared to the same month last year.
Issues of concern include access roads, paths, signage, parking and public toilets.	R*	-	The Glenelg Shire is not part of the GORR. However coastal tourism issues extend all the way along the coast.

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18.	Mrs H P Gebert	Seeks rezoning to residential of land that is owned at the village of Kennett River, and which presently divides the two developed enclaves.	-	-	See comments on Coastal townships (Section 7.2). The size, scale and footprint of each settlement are a major concern to many forum participants.
19.	Roslyn Gibson ANGAIR Inc.	<u>Access and tourism</u>- Supports GOR as moderate speed tourist route, with Princes Highway the main access for Warrnambool. All-weather connecting routes should link the Princes Highway to the coast. Bus traffic on the GOR must be sustainable. The GOR should not be over-promoted as a tourist destination. Clearing of coastal vegetation should not be considered. Eco-tourism should be monitored and regulated carefully.	-	-	See comments on Access and Transport (Section 8.4) and Tourism (Section 8.1)
		<u>Development/population impacts</u> - Development should protect and preserve the ridgeline, landscapes, the capacity of services, indigenous vegetation, the open space between townships, and the cliff-line. Township development should be encouraged in existing and new towns in the hinterland.			See comments on Access and Transport (Section 8.4) Coastal townships (Section 7.2).and Tourism (Section 8.1)
		<u>Management and Education</u> - Environmental management and education must be promoted.			See comments on Natural heritage (Section 6.1) and Education (Section 7.4)

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20.	Mr Bryan A Conway	Excellent Discussion Paper. Landscape assessment of Wattle Hill/Moonlight Head area—owns a library of landscape assessments, and recently engaged Hassell Pty Ltd to carry out an assessment of the coastal landscape. "Great Ocean Road Tourism Development Plan 1996"refers to Mr Conway's property in the area of eco-tourism. Mr Conway has indicated an interest in establishing an eco-tourism experience in the form of a wilderness lodge and possibly cabins and bushwalking.	Y	Y	Mr Conway is developing a proposal for a low-key eco-tourism development on a large property at Moonlight Head.
21.	Dr W J Spencer	GOR is at capacity, and shouldn't be widened. Alternative feeder roads are falling apart under logging trucks. Future transport needs must be addressed, including: upgraded Princes Highway, better link roads to the coast, better rail access to a node point, a highly developed network of walking tracks, and a modern form of sea travel.	-	-	See comments on Access and Transport (Section 8.4) Another submitter was opposed to cruise ships mooring at Apollo Bay.
22.	Maureen Jackson Hassell Pty Ltd	Seeks a meeting with study team to discuss client's (Mr Conway, see Submission 20 above) interests.	R*	Y	See comments above
23.	Roz Hansen Hansen Partner-ship Pty Ltd Submission on behalf of the owner of the Moonlight Head farm.	Based on: • Data projections from the World Tourism Organisation; • A Travel and Tourism Intelligence Group Research Report; • A privately commissioned Arthur Andersen report on the size and nature of tourism for the GOR region, The predictions in the Discussion Paper of tourism growth over the next 30 years are seriously underestimated. The projections of tourism activity should be reviewed and increased. If the present projections are adopted, future strategies may not protect the region's resources.	-	-	

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24.	Dr Geoff Mosley ACF, GEC, GOR Committee and ANGAIR	More emphasis (than that given in the Discussion Paper) should be placed on: • The distinctive character of the region; • The relatively good condition of the region's environment; • The past achievements of planning in this region. Detailed treatment of the physical environment, the natural environment, rural landscape values, Aboriginal ownership and involvement, and measuring success follow. Copy of "Where the forest meets the sea—a conservation strategy for the Great Ocean Road Region" attached.			See comments under Cultural and Natural Heritage in Analysis report. . Aboriginal heritage received only minor attention in the
25.	Dennis Williamson Scenic Spectrums	The scenic resources that underpin the recreation and tourism values and activities of the area have received little solid previous assessment and evaluation. What is currently lacking is a comprehensive study of the scenic resource values of the region. This needs to result in an effective set of management objectives and guidelines. Such information also requires adequate integration with planning and development controls on private and public lands in the area. Other issues detailed include: • Supplementing farm incomes through rural and eco-tourism development; • An addition to the Otway National Park; • Coastal estuaries and wetlands need better protection – examples given;	-	-	See comments on Scenic and landscape resources (Section 6.2). Landscape quality based on the natural environment is a principal attraction of the GOR part of the region according to participants. Ridge to Reef national park concept raised by a number of forum participants including "Where the forest meets the sea—conservation strategy". See comments under Natural heritage (Section 6.1)

	Dennis Williamson Scenic Spectrums (contd.)	• Extension of the GOR from the Bay of Islands to Warrnambool should be resisted;			Some forum participants have similar views.
		• Public camping reserves should be set aside and managed as low cost facilities;			Some forum participants favoured making the region accessible for all.
		• Aboriginal culture of great importance;			See comments above and on Scenic and Landscape Resources (Section 6.2).
		• The timber industry history needs to be told;			See comments on Education (Section 7.4).
		• Redevelopment of Apollo Bay Harbour (and relocating the golf course) should be undertaken;			Other participants raised the potential of improvements at Apollo Bay boat harbour.
		• Water supply and quality is a major issue;			See comments on Services for coastal towns (Section 8.5)
		• Wider transport infrastructure in the region is a critical issue.			See comments on Access and Transport (Section 8.4)
		• The amount of tourism that the region can sustain			See comments on Tourism Section 8.1).

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26. (a)	Liz Henry Skenes Creek Advancement Association Inc.	We appreciate Skenes Creek as it is and, as per the Coastal Action Plan, that larger developments be kept to the activity node areas such as Apollo Bay. Our ideals for Skenes Creek are tranquillity, family values area (old-fashioned values), low key, keep the village atmosphere, promote walking and bicycling tracks, preserve the pristine nature of the creek, and no poker machines.	-	-	See comments on Coastal townships (Section 7.2)
26. (b)	Alain and Mary Purnell	Future infrastructure requirements could be investigated using the <u>CSIRO's Tourism Futures Simulator</u>. Some funding for infrastructure should come from regional tourism. A Lorne bypass (perhaps Otway Street) needs consideration.	-	-	See comments on Services for coastal towns (Section 8.5)
27.	Mr Colin McIntyre	Emphasising points made at the Geelong Community Workshop.	-	-	All issues in letter were recorded and analysed as part of the review of the forums.
28.	John Verey	Apollo Bay sheets for Session 3 and 4 (and Evaluation) returned. Issues covered in Workshop report.	-	-	
29.	Unidentified	Apollo Bay sheets for Session 3 and 4 returned. Issues covered in Workshop report.	-	-	
30.	Wendy Everingham Environment Victoria	Public transport has the potential to reduce private vehicle demands on the GOR if networks are extensive and offer people frequent connections to all towns along the route. To have maximum impact on peoples travel behaviours the government needs to support the concept fully and actively encourage people to change journey habits. A set of effective targets and expenditure on the necessary infrastructure could achieve this.			See comments on Access and Transport (Section 8.4) The message about the use of public transport comes across from a number of forums and submitters.

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31.	Dr Ray Nicholas	See Submission 2. Coastal California has been ravaged by development over the last 30years. The GOR Region faces the same unhappy fate unless proper action is taken now.	-	-	
		To respond to what threatens the GORR, priority must be given to sustaining its amenity—its natural beauty, quiet clean air and water, unobstructed views, lack of congestion, low population and character.			
		The following measures should be mandated: • Controlling boundaries of coastal towns, sub-developments outside town boundaries, site coverage and new construction;			See comments on Coastal townships (Section 7.2)
		• Limiting industrial development			
		• Recycling waste			
		• Improving water management;			See comments on Services for coastal towns (Section 8.5)
		• Progressively using solar power, both active and passive, and undergrounding all utilities;			See comments on Services for coastal towns (Section 8.5)
		• Replacing newly removed trees;			
		• Protecting native forests, and the ocean-front;			See comments on Timber industry (Section 8.3)
		• Enhancing terrestrial natural parks, and marine natural parks			The State govt. is negotiating to reintroduce marine park legislation.
		• Controlling traffic – increase capacity of Princes Hwy and limit GOR and access roads to coast;			See comments on Access and Transport (Section 8.4)
					These comments are similar to many others.

	Dr Ray Nicholas (contd.)	• Controlling and financing tourist infrastructure			Submitter suggests a levy on all tourist buses to help pay for infrastructure.
		• Providing ecologically sustainable employment opportunities – priority to local residents.			
		The presence of all five local councils on the GOR Strategy Body is likely to over-represent immediate local financial needs and ambitions.			The steering committee also comprises State agencies.
32.	Stephen Hart Colac/Otway Ratepayers and Residents Association	CORRA believes there is a serious deficiency in the funding for basic infrastructure assets in the region. In particular, funding for road maintenance and public toilets construction is inadequate. It is unacceptable that the State Government has decided it will no longer contribute funds to the construction of public toilets.			See comments on Tourism (Section 8.1) and Services to coastal towns (Section 8.5)
33.	Ms Margaret MacDonald Friends of Angahook–Lorne State Park	Following an introduction to "Friends of Angahook–Lorne State Park", the submission is identical to Submission No 19	-	-	
34.	Dr Geoff Mosley	Faxed version of Submission No 24.	-	-	
35.	David Henshall Wye River and Separation Creek Progress Association	A basic policy of the Association is that it is not progress to damage or destroy the very values that attract people to the area. The submission provides detailed comments under the headings: • Rationalise the existing Reports, Controls and Authorities;	-	-	DOI has said publicly that existing information and plans will be an input to strategy.

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	David Henshall (contd.)	• Focus on preserving the values that draw people to the area;			See comments on Natural heritage and Scenic and landscape resources (Section 6)
		• Tourism and Timber (Discussion Paper brushes aside serious unacknowledged tensions);			See comments on Timber industry (Section 8.3) and Scenic and landscape resources (Section 6.2).
		• Sea level rise.			
		It then addresses sequentially the Questions and Subject Headings in the Discussion paper, emphasising that every settlement is different and has its own characteristics and needs. What suits one place may be wrong somewhere else. The Strategy must recognise and allow for this. Broad-brush policies can create local problems.			See comments on Coastal townships (Section 7.2)
36.	Rosemary Vulcz	Better to call the region the South West Region. Few people from hinterland would identify with the GOR Region.			No other participant has commented on name of strategy.
		The issues of tourism (to icons such as the 12 Apostles) and urban expansion of Geelong (to Torquay and Anglesea) should be treated separately. The GOR icons have been over-promoted relative to other Victorian National Parks.			See comments on Tourism (Section 8.1).
		A strategic vision would be more appropriate than a strategic plan, given the nature of unforseen and rapid change.			

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	Rosemary Vulcz (contd.)	A number of papers from the First National Conference on the Future of Australia's Country Towns are cited, which would assist in making the analysis of issues (both in the Discussion Paper and the Strategy) more robust. 'Marketing statistics' need to be differentiated from 'planning statistics'.			
38.	Fiona Nelson	Tourism and logging of the Otway Ranges are incompatible. Otway Forest Management Plan gives high priority to maintaining visual quality of landscape, yet logging apparent from GOR west of Apollo Bay. Logging trucks destroying inland roads and a danger to other traffic. Logging also threatens water quantity and quality. Recommendation: • End clear fell logging of Otway Native Forest • Encourage eco-friendly tourism • Repair and maintain tourist drives through the hinterland Affordable housing, more parking at Apollo Bay, and maintenance of GOR and local roads also of concern.			
39	John Sweetman Group GM, Member Relations VECCI	Request for 15 copies of the Discussion Paper		Y	
40	John Spencer Secretary, Otway Ranges Walking Track Association	Providing copy of a Preliminary Report on the Trans Otway Walk, along with copies of letters of support from various tourist and other organisations and individuals. The Trans Otway Track links a number of waterfalls in the area, many of which are currently relatively unknown. The Association believes that any strategy for the future should incorporate long distance walking tracks and the associated infrastructure.			See comments on Tourism (Section 8.1). A number of workshop participants referred to recreational pleasures of walking and the possibility of a number of new walking trails.

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41	David Henshall President, Wye River and Separation Creek Progress Association Inc.	Additional points from members in addition to those made in Submission No 35 above.		Y	
		Bushfire danger and permanent population			Submission reiterates bushfire danger of region. See comments on Security and safety (Section 7.3)
		Timber industry: the history offers tourism possibilities, while logging trucks are a safety issue and causing road damage			See comments on Access and Transport (Section 8.4) and Education (Section 7.4) .
		GOR requires user safety education, more turn-outs, and an 80 kph speed limit			See comments on Access and Transport (Section 8.4)
		Native fauna: requires better monitoring of human/animal interaction, and increased funding for Wildlife & Fisheries.			See comments on Education (Section 7.4). A number of participants referred to the under funding of environmental protection.
		Shared Walking/Bicycle Track and Otway Forest Walk			See comments on Access and Transport (Section 8.4) .
		Housing: needs a range of diversity to make housing accessible to the youth, local workers, and the not so well off.			

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42	Phillip Wall Coastal Fire Brigades Group (CFA)	The group covers five brigades from Torquay to Wye River. The Bambra/Aireys Inlet Road is in poor condition but of strategic significance in the event of a fire. The part of the road under the responsibility of Parks Victoria is very poor condition. Requests that funds be made available for improvements and maintenance.	-	-	See comments on Safety and Security (Section 7.3)
43	Sherryl Smith Wye River Residents Action Group	Seek a 50 year strategy not 20 years	-	-	
		Clearfell Logging: Logging should cease immediately in the Otways.			See comments on Timber industry (Section 8.3)
		Domestic Water Supply: Domestic water catchments are not protected from logging like Melbourne catchments. Has a water quality and quantity impact.			These issues were raised during many of the workshops. See comments on Timber industry (Section 8.3)
		CAR reserve system: This is an inadequate reserve system to protect biodiversity.			See comments on Timber industry (Section 8.3) and Natural heritage (Section 6.1)
		Conservation of endangered species: The Tiger Quoll and Mud Fish are endangered and affected by nearby logging which should cease immediately.			See comments on Timber industry (Section 8.3) and Natural Heritage (Section 6.1)
		Otway State Forest: State forest on southeast facing slopes between Mt Sabine and Erskine Falls Rd should be converted to Lorne Angahook National Park. State forest between Apollo Bay and Lavers Hill should be concerted to National Park			Other participants have sought the extension of the National Parks system along the GOR. See comments on Natural Heritage (Section 6.1)

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	Sherryl Smith Wye River Residents Action Group (contd.)	**Rationalisation of Timber industry**: Economic alternatives to clearfell logging in Otways referred to.			Submission suggests ways of substituting tourism and other industries for logging in Otways.
		Tourist Park Usage: Survey of caravan parks referring to detrimental impact on tourism from clear felling operations.			
44	Wayne Kayler-Thomson Tourism Victoria	**Vision:** The potential economic benefit of tourism remains relatively untapped. There is only moderate yield from visitors because of short stay and low-level visitor expenditure.			See comments on Tourism (Section 8.1). Others have also brought forward many of the issues raised by Tourism Victoria.
		The region is partly constrained by lack of upmarket large-scale accommodation, depth of attractions, lack of designated drives through hinterland, insufficient emphasis on local food and wine & inaccurate perceptions of time and distance along GOR.			
		There is a priority need to expand marketing, fully capitalise on region's assets, develop the product, business expertise and provide constant excellence in customer service.			
		Product development, marketing and investment: Government plays a pivotal role in addressing these issues. Tourism Victoria works with local communities and LG to develop strategic projects eg GOR interpretive centre at Port Campbell, Great Ocean Walk, and Apollo Bay harbour and airport upgrade.			

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Wayne Kayler-Thomson Tourism Victoria (contd.)	**Visitor Management and Behaviour:** Tourism demand is highly seasonal – December to February. Traffic management is not the only approach. Systematic, integrated and coordinated approaches are needed. Significant additional resources are needed to market the region during periods of spare capacity. Greater dispersal and yield requires appropriate infrastructure. Day trip mentality may be increased with road improvements eg Geelong Rd, upgraded Princes Hwy. Park and ride, improved public transport, water and air access and development of Warrnambool as hub are needed. Major interpretative centre at Port Campbell would slow visitation.			Others have mentioned the need for improved harbour and airstrip facilities at Apollo Bay. Others have supported an interpretation centre for the region – one has been suggested at Anglesea. See comments on Education (Section 7.4).
	Integrated and balanced approach to sustainable economic development and Planning: Planning controls and strategic planning can address most inappropriate development. Crucial need for integrated planning and groundbreaking information and data base system.			See comments on Planning, management and integration (Section 9.3) The concept of a regional information base has been supported by a number of participants.
	Definition of GORR: Introduction of another GOR region will lead to confusion. If strategy takes in Greater Geelong, Queenscliff and Glenelg, strategy will be more consistent and relevant. Wider region will take into account hub role of Portland, Warrnambool and Geelong. There should be emphasis on Warrnambool as a focus for tourism development			A number of participants, representing areas outside the study area, have raised similar concerns. See comments on Spatial definition of the GORR (Section 5.1)

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	Wayne Kayler-Thomson Tourism Victoria (contd.)	**Forecasting Tourism Growth and integrated research:** Six fold increase in tourism as predicted in Discussion paper is unscientific ands inappropriately applies international visitation trends to domestic forecasts. Need for greater profiling of touring market and its behaviour. Better understanding of economic and social benefits from tourism can foster better dispersal of visitors. Rigorous study of social and economic benefits of tourism required. Consumer research required into visitor satisfaction and motivation GOR Regional Tourism Plan attached Tourism Vic is preparing the Victorian Tourism Strategic Plan 2002 – 2006.			
45	Surf Coast Shire	**Community Values**: The results of a survey conducted for the Shire by Swinburne Institute for Social Research confirmed values placed on the environment and lifestyle. Results of survey included: • 58% of respondents nominated environmental issues as first priority. These issues particularly high in Lorne, Anglesea and Torquay. Overdevelopment destroying beauty and space • 43% of respondents nominated community services as equal second priority eg young persons activities, improved shopping centres, better public transport • 43% nominated maintenance of local facilities and roads as equal second priority. Road maintenance, traffic management and waster management took precedence. Coastal communities rated these issues lower than rural communities.			See comments on values (Section 5.3)

Surf Coast Shire (contd.)	• 8% of respondents nominated balancing rural and coast needs as a priority. This issue much more important to rural respondents than coastal respondents. • 17% of respondents nominated encouraging tourism and development as a priority. Included emphasis on specific industries such as surfing, tourism, local businesses, need for a vision, need for development to include civic pride Key public issues if importance are: • Balancing development and the environment – strongly held in Lone and Anglesea • Participation in planning. More important to permanent residents than non-permanents • Providing opportunities for young people. • Helping rural communities. More important to rural towns than coastal towns. • Balancing rural and coastal interests. Perceived imbalance stronger from coastal areas. Most frequently raised issues relate to: • Impact of development on character of coastal towns • Impact of development pressures on prime agricultural land thru. Rural residential development. Key issues to be addressed are: • To challenge the assumptions regarding ongoing growth. Suggest use of sustainability model – Natural Step Framework. • Measures that Government and community can put in place to manage and minimise threats	

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| Surf Coast Shire (contd.) | **Capacity of LG to protect values**: LGAs have tools to have a major impact on respective parts of region. But after carrying out core responsibilities LGAs have limited capacity in contribute to a 'new' vision for Ocean Road Region. Cost of strategic planning and new infrastructure are high.

Community concerns illustrated in various examples.

Challenges – Realisation of GORR: Challenge is to bring into effect and define relationships between all stakeholders.

Key steps suggested:

• Adoption of sustainability framework – natural resources as corner stone.

• Adoption of common goals

• Identification of relevant themes eg tourism, forestry

• Development of mechanism for integrated responses eg regional body

• Development of action program

• Reporting on progress - indicators | | | See section on planning management and implementation (Section 9.3) |

Note: R* indicates that the submitter expects a response from the study team.

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