

Great Ocean Road Region

Towards a vision for the future



A land use and transport strategy 2004

**Published by the Victorian Government Department of Sustainability and Environment
Melbourne, August 2004**

Also published on www.dse.vic.gov.au/greatoceanroad

© The State of Victoria Department of Sustainability and Environment 2004

This publication is copyright. No part may be reproduced by any process except in accordance with the provisions of the *Copyright Act 1968*.

Authorised by the Victorian Government, 8 Nicholson Street, East Melbourne.

Printed by Vega Press, 274 Ferntree Gully Road, Notting Hill Victoria.

ISBN 1 74152 002 9

For more information contact the Department of Sustainability and Environment Customer Service Centre
Tel: 136 186

Disclaimer

This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

Great Ocean Road Region

Towards a vision for the future

Since time immemorial, Aboriginal people have cared for this land and its natural and cultural resources. This long and unique association continues today through the Aboriginal communities who live and work in the Great Ocean Road Region.

Accordingly, the Victorian Government is proud to acknowledge the Gundidjmara, Kirrae wuurong and Wathaurong people as the original inhabitants of this land.



Message from the Premier

The Great Ocean Road is a national treasure.

Spanning 245 kilometres of breathtaking coastline between Allansford and Torquay, it was built with pick and shovel by thousands of returned servicemen between 1918 and 1932 as a memorial to the 60,000 Australians killed in World War One.

From the Surf Coast to the Otways rainforest to the Twelve Apostles to the hinterland, it carves its way through one of the world's most beautiful regions.

It is, undoubtedly, one of Victoria's greatest assets.

However, as the Great Ocean Road attracts increasing numbers of residents and visitors we must ensure we protect the region for future generations.

That's why our government is proposing a new, expanded national park in the Otways that could be nine times larger than the existing park.

And that's why our government has prepared a land use and transport strategy to manage growth and change over the next 20 years.

The *Great Ocean Road Region Strategy* provides direction for the Victorian Government, the region's councils, the community, businesses and other government agencies to plan for the region's future, set priorities and make decisions. It has four goals:

- Protect the landscape and care for the environment.
- Manage the growth of towns.
- Improve the management of access and transport.
- Encourage sustainable tourism and resource use.

If we work together as a community we can meet those goals and maintain the Great Ocean Road as a national treasure.

To do so would be a monument to the ANZAC spirit.

STEVE BRACKS MP

Premier of Victoria



Message from the Minister

The Great Ocean Road Region is a lot more than just the coast. It is a place of beauty, from the majestic coastal scenery, to the rugged mountain ranges, productive farmland, thriving country towns and rainforests.

More residents and visitors to the Region will bring prosperity and vitality; however that growth must be sensitively managed. *The Great Ocean Road Region Strategy* provides the direction for managing future growth and change to ensure the protection and enhancement of the region's magnificent natural assets.

The strategy builds on related work including the *Victorian Coastal Strategy*, regional catchment strategies and the government's vision for Victoria in *Growing Victoria Together*.

The development of the *Great Ocean Road Region Strategy* owes much to the dedicated participation of all those who care passionately for this very special part of Victoria.

It has been a demonstration of collaboration between the Victorian Government and the twelve councils that together comprise the region. Local communities, transport and tourist interests have also participated in the development of this Strategy and influenced its key directions and strategies.

Our challenge now is to implement this Strategy and safeguard this unique region for future generations.

A handwritten signature in black ink that reads "Mary Delahunty". The signature is fluid and cursive, with a large initial 'M' and 'D'.

MARY DELAHUNTY MP

Minister for Planning



Contents

1	The Strategy in summary	23	Direction 3: Improve the management of access and transport
3	Part 1: The vision and strategy	31	Direction 4: Encourage sustainable tourism and resource use
3	The vision		
5	Document structure		
6	The Strategy process		
9	Part 2: Implementation	47	Part 3: Monitoring and review
9	How will the Strategy be implemented?	47	Strategy reporting
9	Other regional plans and strategies	47	Strategy reviews
10	Implementation committee		
10	Funding the Implementation Plan		
10	Implementation Plan		
11	Direction 1: Protect the landscape and care for the environment		
19	Direction 2: Manage the growth of towns	48	Appendix
		48	Other key strategies, plans and policies
		51	Glossary
		53	Acronyms
		53	Figures



The Strategy in summary

The *Great Ocean Road Region Strategy* focuses on the sustainable development of the region through balanced and managed growth of selected towns along the coast and inland.

The Strategy is built around four key directions:

Environment: Protect the landscape and care for the environment.

Settlement: Manage the growth of towns.

Access: Improve the management of access and transport.

Prosperity: Encourage sustainable tourism and resource use.

Each direction is supported by strategies that will guide future action and decision-making. The summary on page 2 outlines the Strategy's directions and strategies.

To guide decision-making, the Strategy's four key directions will be appropriately articulated in the *Victoria Planning Provisions*.

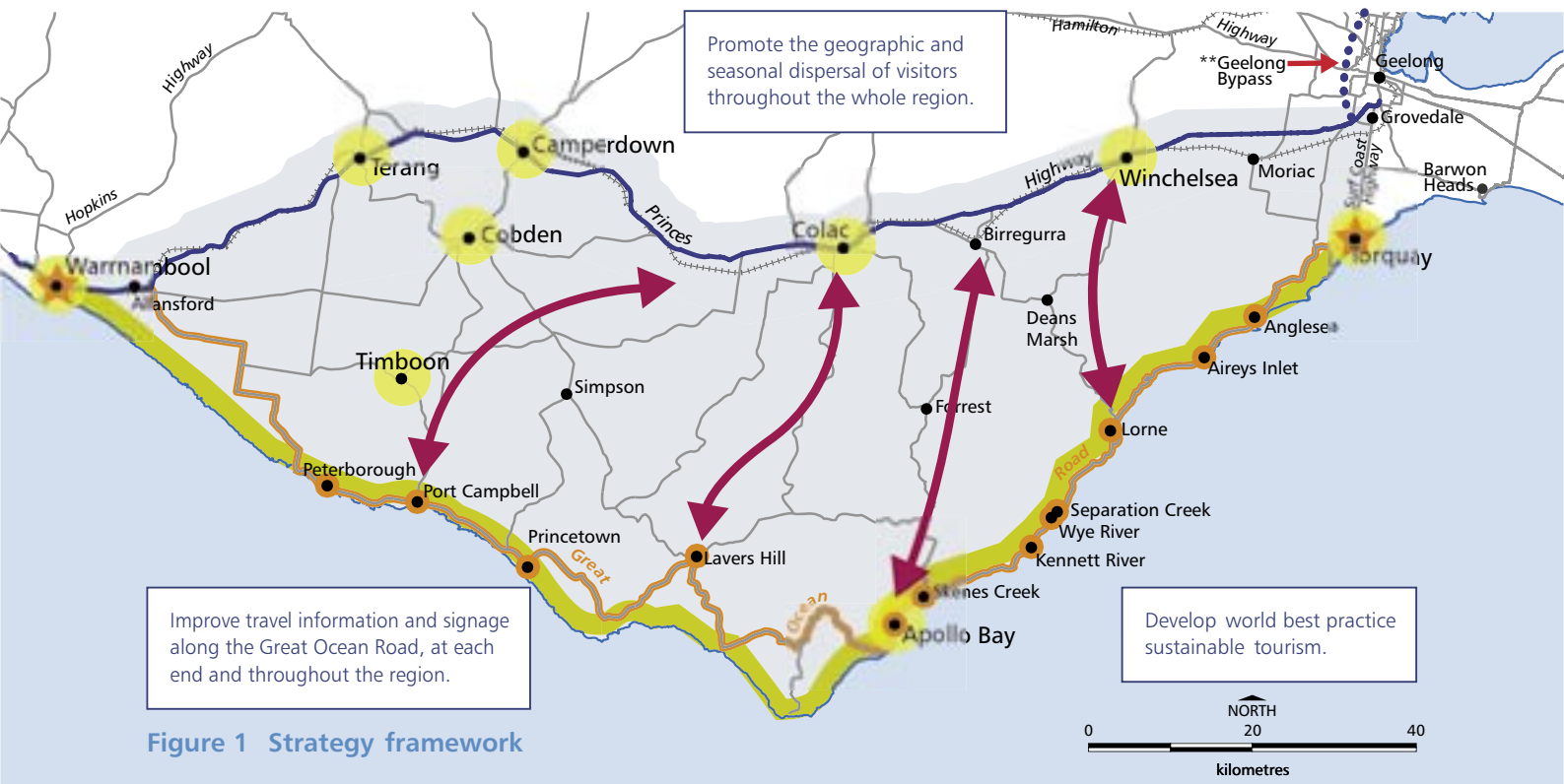


Figure 1 Strategy framework

- Ensure effective protection of coastal areas
- Effective protection of significant landscapes, catchments and public land and parks
- Direct urban growth to townships where it can best be accommodated*
- Designate Warrnambool and Torquay as gateways to the region
- Respect the character of coastal towns
- Define the road reserve for the Great Ocean Road and improve its management; and upgrade the Great Ocean Road to improve its safety performance
- ↔ Improve the safety of north-south routes connecting Lorne, Apollo Bay and Port Campbell to the Princes Highway West[^]
- Implement Princes Highway West Corridor Strategy

*Townships which have adequate access to reticulated sewerage, land availability and potable water supply.
[^] Directional arrows are indicative only. Specific routes are subject to VicRoads project scheduling and funding priorities.
 **Geelong Bypass route to be determined through government investigation process.

Environment

Direction 1 of the Strategy is to protect the landscape and care for the environment.

The strategies to achieve this direction are:

- Strengthen protection for public land and parks (1.1)
- Identify and protect significant landscapes (1.2)
- Ensure effective protection of catchments and coastal areas (1.3)
- Promote the region's environmental and cultural values (1.4)

Settlement

Direction 2 of the Strategy is to manage the growth of towns.

The strategies to achieve this direction are:

- Respect the character of coastal towns and promote best practice design for new development (2.1)
- Direct urban growth to townships where it can be best accommodated and limit growth elsewhere (2.2)
- Encourage sustainability as the region grows (2.3)

Access

Direction 3 of the Strategy is to improve the management of access and transport.

The strategies to achieve this direction are:

- Enhance the Great Ocean Road as a world-class travelling experience (3.1)
- Improve road safety (3.2)
- Develop and promote inland routes (3.3)
- Provide more travel choices to and within the region (3.4)

Prosperity

Direction 4 of the Strategy is to encourage sustainable tourism and resource use.

The strategies to achieve this direction are:

- Promote the geographic and seasonal dispersal of visitors throughout the whole region (4.1)
- Develop world best practice sustainable tourism (4.2)
- Direct significant tourism facilities to key towns and strategic locations (4.3)
- Support land use and transport needs of key regional industries (4.4)
- Use natural resources with care (4.5)
- Improve safety and emergency management planning (4.6)

