

Great Ocean Road Region

Towards a vision for the future



Discussion Paper 2001

Message from the Ministers

The Great Ocean Road Region is an exceptional part of Victoria with a diversity of natural features, land uses and activities. The increasing popularity of the region, however, brings with it new challenges for both resident communities and visitors. The predominant challenge is to balance community interests, business and industry growth, recreation, tourism activities, and lifestyle options with the natural assets in the region. To meet this challenge, the Bracks Government is developing a Great Ocean Road Region Strategy to ensure that this important part of the State has a sustainable future.

The Strategy will have a horizon of 20 years. It will provide guidance to governments on better integrating the development, management and provision of infrastructure within the region while maintaining its social, environmental and economic integrity. By working in consultation with the community, the Government will identify short and long-term actions that will optimise the potential of the region.

This discussion paper has been prepared to assist the community to provide informed comment on the future of the region. The paper outlines some of the key issues identified so far. The next step is to ask if these are the important issues for those that live, work and visit the region. Details of how to respond to this discussion paper and become involved in developing the Strategy can be found on page 18.

Once we have sought the communities' views on the future issues for the region and options for addressing them, the Government will prepare a draft Great Ocean Road Region Strategy that will be released for public comment. Communities and stakeholders will have a further opportunity to comment on the draft Great Ocean Road Region Strategy early in 2002.

We are seeking your input to the development of a Strategy for the region. The opinion of everyone with an interest or involvement in the region is important. We encourage you, therefore, to take up the opportunity to be part of this process and help develop a sustainable vision for the future of one of Victoria's most diverse and valuable regions.



JOHN THWAITES MP
Minister for Planning



PETER BATCHELOR MP
Minister for Transport

Change and challenge

The Great Ocean Road Region is changing and will continue to change. Many of these changes offer real opportunities to secure the future of the region. However, the urban and tourism development expected in the Great Ocean Road Region may have a major impact on services in the area, including accommodation, roads and public transport, as well as on the natural environment.

If we do nothing further to manage change it is likely to impact significantly on the future of the region. Some of these impacts will be positive but others may not be desirable or sustainable over time. With some forward thinking and planning we have the opportunity to manage change and growth in the region without compromising its unique values. This can be achieved by developing an integrated vision and framework that provides clear government direction for achieving economic, social and environmental objectives.

Trends and growth highlighted in this Discussion Paper point to potential conflicts and challenges over development, resource use, access issues and tourist numbers beyond the capacity of the environment and communities to support them. **Resolving potential conflicts will not be easy and possible trade-offs will need to be identified.** Moreover, choices and decisions may not be universally accepted. The trade-offs and possible solutions need to be identified within a clear and transparent planning process and should reflect the views of the community and key stakeholders.

This Discussion Paper provides information about the region and the changes that are likely to occur over the coming years. It also identifies some longer-term issues and challenges about which we will be actively seeking your views, either in response to the paper or through the community workshops. We want to know whether these are the right issues and how we might plan and manage some of the challenges arising from them. To help in that process, we want to form a common understanding of what the region should be like in 20 years.

To assist you to respond, information on the economy, primary production, tourism, urban development/communities, access, public safety and emergency management, and the

environment are provided in more detail later on in this paper with some of the challenges highlighted alongside the text.

In addition, the following are some general questions we would like you to consider. Neither these, nor the challenges should, however, limit your responses to the issues.

Your views and values

What do you like or value most about the Great Ocean Road Region?

What do you think are the key issues for the region over the next five to 10 years and in the longer term?

What do you think will threaten or influence the things that you value over the next 20 years?

What are some of the measures government and the community can put in place to manage and minimise those threats?

What is the Great Ocean Road Region?

For the purposes of this Strategy, the Great Ocean Road Region is the area stretching from Torquay in the east through to Warrnambool in the west. It also includes the land from the coastline through to the Princes Highway – an area of some 6,000 square kilometres (see Figure 1). Around 97,000 people live within the Colac Otway, Corangamite, Moyne, Surf Coast and Warrnambool Council areas, mainly in towns. In addition to the permanent population, a significant number of people own or rent holiday homes, predominantly in the coastal communities.

The region also includes a number of areas internationally recognised for their landscape and environmental significance, including the Otway Ranges and the Twelve Apostles, as well as numerous other national parks and conservation reserves. The region's economy centres on the dairy, tourism, timber, fishing and the minerals and petroleum extraction industries.

Figure 1. The Great Ocean Road Region



Why do we need a Strategy and what will it cover?

The challenge is to manage and encourage change which will optimise the environmental, social and economic outcomes for the Great Ocean Road Region. The sustainability and competitiveness of valuable regional assets will be compromised if we do not plan and manage for the future.

A common understanding between the community and decision-makers about options for the future will help guide development in the region. A Strategy and the process for developing it will assist that understanding and provide regional direction.

Recommendations for action, how these will be achieved and who will be responsible for them will be included in the final Strategy. It will also provide a framework and process for implementing, monitoring and reporting to the community and government on how well the outcomes of the Strategy are being achieved.

Specific policies, programs, projects and processes that deal with some of the environmental, social and economic issues of the region are already in place. This Strategy will

build on what is there by focusing on broader regional issues. It will concentrate on the big picture rather than becoming enmeshed in issues which are better dealt with at the local level.

The Strategy will not seek to review or revisit individual initiatives which the Government has agreed to. It will complement the directions set in these strategies and plans, and address the alignments, gaps (including infrastructure gaps) and possible synergies.

Well-planned development, services and infrastructure will be important for achieving the vision for the region. The Great Ocean Road Region Strategy will provide an opportunity for key stakeholders in government, local government, relevant agencies, businesses, industry sectors and the community to work more effectively together to achieve long-term benefits for the region.

Examples of work which the Strategy will build on

At the local government level, there are Municipal Strategic Statements and town planning and land-use strategies. These are supported by specific local government plans for economic development, tourism, environment and infrastructure.

Various State government departments, agencies and regional authorities are responsible for initiatives that relate to the environmental, social and economic assets of the region. The Victoria

Planning Provisions provide a broad framework for land use planning and development for Victoria. Other significant strategies that are relevant for this region include, the draft Victorian Coastal Strategy 2001, the Victorian Biodiversity Strategy 1997, the Great Ocean Road Tourism Development Plan, Dairy Industry Strategy 2000, the West Victoria Regional Forest Agreement 2000, and the Minister's Statement Pillars for Balanced Growth-Minerals and Petroleum for the 21st century (2000).

Who will develop the Strategy?

The Department of Infrastructure is coordinating the development of the Great Ocean Road Region Strategy in partnership with the following agencies:

Colac Otway Shire Council

Corangamite Shire Council

Moyne Shire Council

Surf Coast Shire Council

Warrnambool City Council

Department of Natural Resources and Environment

Department of State and Regional Development

VicRoads

Tourism Victoria

Victorian Coastal Council.

The community, regional development groups, industry sectors, businesses in the region, other government departments, and infrastructure authorities (water, sewerage, power, telecommunications, emergency services), will also help to develop the Strategy.

Your involvement?

The Government recognises the importance of community involvement and has initiated a consultation process that will form the basis for developing the final strategy. Some of the issues, about which we want to hear your views, are included in this paper. However, there may be other issues that you consider important to the region which should be looked at.

There will be further opportunity for consultation with all those interested once a draft strategy has been prepared. Elements of the consultation process include:

October –November 2001

A series of stakeholder/community workshops to explore issues and ideas. At the same time, wide, public, stakeholder and agency input will be sought on the discussion paper to assist in developing the draft strategy.

Early 2002

Draft Great Ocean Road Region Strategy available for public comment.

Mid 2002

Strategy finalised for presentation to the State Government.

You can provide your feedback online, through workshop participation or written submissions. Written submissions can be forwarded to the Department of Infrastructure's South Western Region office. All submissions will be accepted and a feedback form is included at the back of this paper to assist you to prepare your submission (see page 19).

What are some of the issues the Strategy will need to address?

If we do not proactively plan for and manage the change that is already occurring in the region, development will be unsustainable. A long-term strategy that manages and integrates development and provides the necessary level of supporting infrastructure is needed for the Great Ocean Road Region.

The economy

The Region is highly valued for its dairy and timber production. The economy is still growing and continues to provide jobs in non-traditional sectors such as tourism. In recent decades, the area's tourist value has grown so that it is now one of Victoria's most visited regions.

While there are pockets of high unemployment, unemployment rates are generally lower than the national average across much of the region. The December 2000 quarter varied from just above 3 per cent in most rural areas, to nearly 10 per cent in the larger urban centres.

Primary production

The economic strength of the area has been traditionally built around primary production and this is expected to continue to dominate the regional economy. Farm and business investment in production, processing and servicing agriculture in the region makes a major contribution to the economy.

The Great Ocean Road Region, plus the dairy country around Warrnambool and Port Fairy, produces two billion litres of milk a year in total, resulting in \$4 billion worth of processed milk product for the area (the Great Ocean Road Region's share would be about 65–75 per cent of the total). Herd sizes have increased by about 33 per cent between 1991 and 1999. In all, the dairy industry employs about 6,000 people.

Agricultural production at the farm gate alone is worth more than \$400 million annually. Subsequent processing of primary production multiplies this value many times. Forestry and fishing are also significant. Total employment in these sectors represents 40 per cent of the region's workforce. On a regional scale, these levels of production and employment make a significant contribution to the economy. For the foreseeable future, rural enterprises will continue to underpin the regional economy. Significantly, a number of these economic activities (milk and timber) have a major impact on the road infrastructure.

Challenge

The key industries underpinning the region's economy are those based on its natural resources; tourism, derived initially from the inherent beauty of the region, agriculture, forestry or fishing. New industries may well emerge in the future. The key challenge will be ensuring the long-term sustainability of these industries and others that emerge particularly in terms of resource use, employment generation and environmental management.

How do we increase employment and ensure economic growth without degrading the natural environment on which it is based?

What are likely to be the main areas of employment and economic growth in the region over the next 20 years?

In terms of employment, the agricultural sector employed more than 5,000 people in 1996; timber harvesting and processing provided employment for more than 550 people; and commercial fishing employed 120 people. In addition, for most towns in the region, the service role for the surrounding area is the strength of their economy. A number of the larger towns (for example, Colac) have important manufacturing and primary product processing roles.

Tourism

The Great Ocean Road tourist region has more visitors than any other tourist region in Victoria, outside Melbourne. In 1998, the region which runs from Geelong to the South Australian border, attracted 2.7 million overnight visitors and 5.4 million day-trip visitors. The growth in international tourism is a good indicator of the increasing popularity of the region (see Figure 2). Local government in the region estimates the annual growth in visitor numbers to the region is 15 per cent. One of the nation's largest coach tour operators has identified the Great Ocean Road as the single most popular destination for domestic and international visitors. Over the past five years, it has increased its tours from two runs a week to a daily operation. The value of tourism in the Great Ocean Road tourist region was estimated to be \$940 million.

Along the Great Ocean Road, the tourism industry has now become a fundamental element of the economy of a number of communities. During 1996, tourism in the towns and rural areas along the Great Ocean Road provided 14.7 per cent of the total employment. For many other places in the region, employment

Figure 2. International visitation



The Great Ocean Road Region can expect continued strong growth in international tourist numbers in line with Australia-wide trends.

Sources:
 International Visitation to Australia - (ABS - Australia Now; Tourism International inbound tourism)
 International Visitors to Victoria - Tourism Forecasting Council, December 2000; Research Branch - Tourism
 Great Ocean Road Region - 1998-2000, Department of State and Regional Development

in tourism is a small but rapidly growing sector. Tourism, both domestic and international, is an important component of the economy and is likely to grow at a faster rate than the anticipated growth rate for the rest of the economy.

Part of the attraction of the region is its perceived isolation and wilderness areas, but as this attraction grows, the very elements that draw tourists to it will be put at risk. **Growing tourist demand is already placing great stress on the available facilities and services (for example, at the Twelve Apostles).** The current capacity will be further tested if there is increased tourism growth without adequate planning and facilities.

Local governments and communities often pay for the provision of tourist facilities. For example, Surf Coast Shire Council estimates that in the past 10 years it has spent in excess of \$400,000 on new construction and rehabilitation of basic tourist infrastructure such as toilet blocks, and more than \$500,000 on recurrent expenditure, mostly cleaning. Corangamite Shire's tourist information centre at Port Campbell is costing the Shire in excess of \$100,000 per year. **Funding the necessary infrastructure to support tourism growth will be a major challenge.**

Providing an acceptable level of infrastructure where there is significant seasonal variation in population is also an issue.

Conversely tourism contributes to increasing property values and business growth. This

Challenge

Tourism is important for economic growth and employment in the region and will continue to grow. Visitation to the region is forecast to double between 2000 and 2010, with a possible sixfold increase over the next 30 years. We need to plan and manage tourism growth so that it does not degrade the region's assets thereby reducing the ability of the region to attract future tourism.

What can we do to increase the benefits of tourism for the region and improve the experience for visitors without degrading the assets on which tourism is based?

What is the potential for the development of other areas or facilities to focus tourism activity within the region and spread both the load and benefits of tourism?

increases rates and revenues and adds to community services (for example, retail, restaurants and recreation facilities).

While tourism offers substantial economic and social opportunities for communities in the region, greater attention needs to be paid to the provision of suitable facilities, combined with a continued marketing strategy to encourage visitors to stay longer (overnight) in the region. Longer visitor stays will deliver greater economic return to the region and councils.

Communities and changing settlement patterns

The needs of residents and communities throughout the region are an essential driving force for the preparation of the Great Ocean Road Region Strategy. **The Strategy will need to address future development issues in the region.**

The population of this area was 96,917 in 1996 (see Figure 3). By 2021 the population is forecast to increase by about 9 per cent to 105,815. Consistent with past trends (see Figure 4) this increase will be concentrated in coastal communities, predominantly Warrnambool and Torquay.

Figure 3. Local government area populations 1996 (by statistical local area)

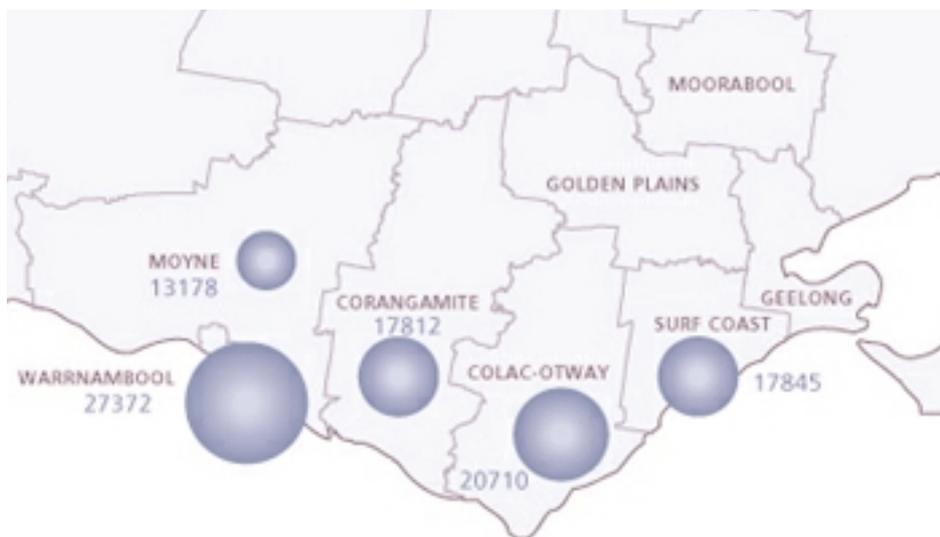
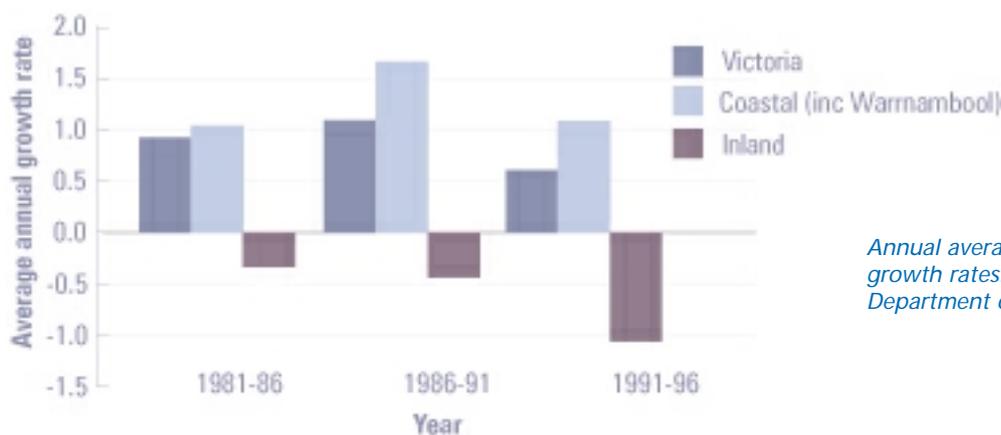


Figure 4. Corridor population growth (1981-96)
- coastal and inland areas.



Annual average population growth rates. (source: Department of Infrastructure)

Estimates of resident population based on census figures do not reflect the demands on local and regional facilities made by visitors. An analysis of unoccupied dwellings indicates the possibility of dramatic implications for coastal towns, as former holiday houses become increasingly utilised by permanent residents.

Currently, 50 per cent to 66 per cent of all houses in Anglesea, Lorne and Apollo Bay are unoccupied (see Figure 5). If all the houses were occupied, the combined resident populations of these towns would rise from 4,000 to more than 11,000. If all tourist accommodation and holiday houses were occupied (such as typically occurs in

peak tourist/recreational periods), a conservative estimate of the peak population would be more than 18,000 (see Figure 6).

Major shifts in the demographic balance of the population are projected which will have implications for community services and facilities in the coastal communities.

At the 1996 census, there were approximately 7,000 persons aged over 60 years living in the coastal communities along the Great Ocean Road. That number is expected to increase to more than 14,000 persons by census year 2021. During the same period, the number of persons under 40 years is projected to fall (see Figure 7).

Figure 5. Occupied and unoccupied dwellings, 1996 Anglesea, Lorne and Apollo Bay

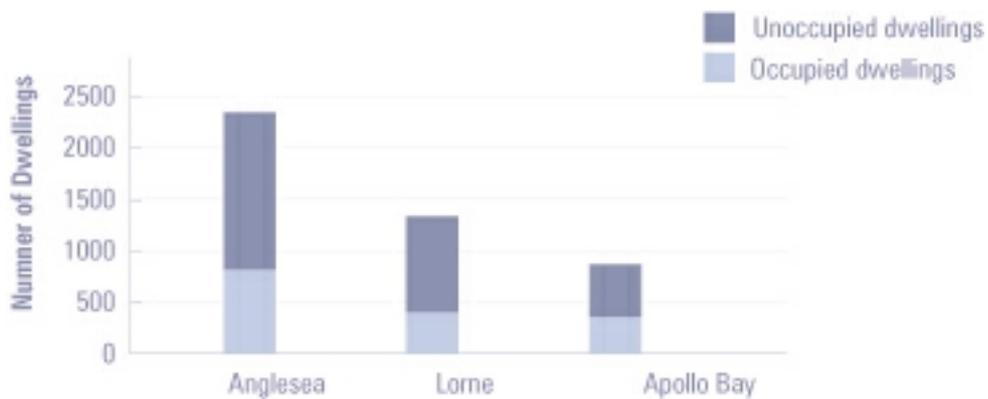
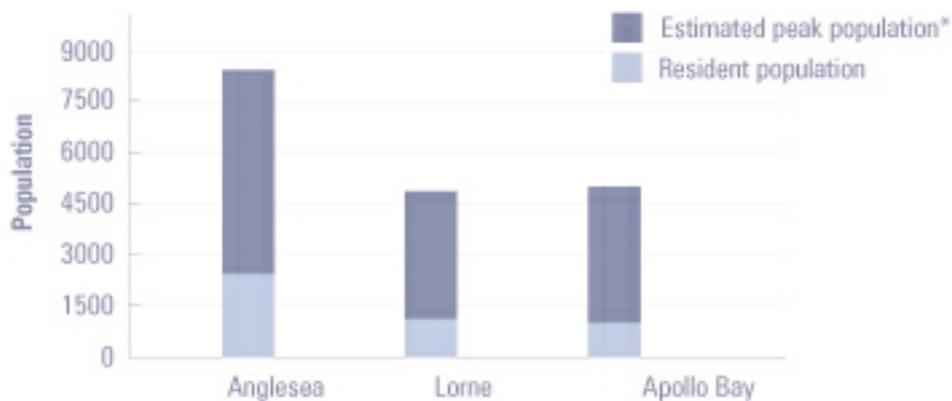


Figure 6. Resident population (1996) vs estimated peak population - Anglesea, Lorne and Apollo Bay



* Assumes all dwellings occupied and tourist accommodation fully utilised

Challenge

Coastal settlements will continue to experience rapid population growth. Forecasts indicate they will grow by 17 per cent by 2021 while the region as a whole will grow by 9 per cent. The number of people over 60 will double during this period. Infrastructure provision is a significant challenge. Water and sewerage treatment are already issues for some settlements while rising house values will lead to affordability and social issues.

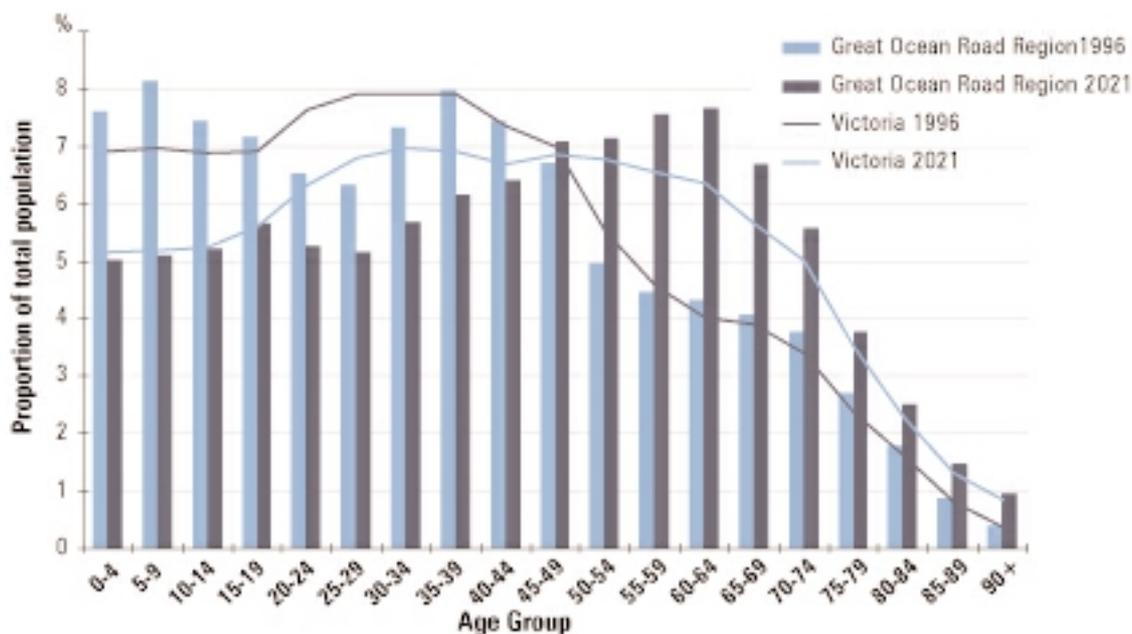
How should we manage and plan for population change and the growth of towns across the region, particularly where this is placing pressure on coastal settlements?

The communities along the Great Ocean Road and in the wider region are diverse and each has various relationships within and outside the region. For instance:

- communities at the eastern end of the region function in part as recreation areas and weekend holiday resorts relating to both Geelong and Melbourne
- Warrnambool at the western end of the region is a major regional centre providing services for rural and regional Victoria as well as a wide range of tourist services
- the towns along the Princes Highway function as regional centres for the broader south-west region and areas further west
- hinterland towns such as Timboon, Forrest and Deans Marsh service inland areas and provide additional housing near popular coastal towns.

The population growth of some coastal towns may be constrained by the physical limits of township areas and the surrounding natural environment. The ability to provide adequate and reliable water and power supplies and to ensure adequate sewage treatments are key determinants for supporting urban development in the region.

Figure 7. Projected population by age group for municipalities, Great Ocean Road Region



Access

Towns and communities within the Great Ocean Road Region are predominantly located around the Princes Highway, the Great Ocean Road or along the main north-south roads linking the two major arterials. The north-south connections between the Princes Highway and the Great Ocean Road, while generally of adequate quality, have historically had a low profile among visitors to the region. Figure 8 shows existing region access provisions.

Although there are a number of alternatives, the eastern entry to the Great Ocean Road and its towns and major attractions, is generally from Torquay. Touring the Great Ocean Road is promoted and recognised as a highly valued visitor experience and major visitation attractor. Signs directing tourists to the Great Ocean Road and its major features generally convey the message to the traveller unsure of the road network that the Great Ocean Road must be used to access towns and features along it. This common impression is supported by much of the tourist information that is freely available.

Tourism surveys have indicated a high level of vehicle access to the Great Ocean Road from the west. This high level of access represents travellers from west of Warrnambool, including South Australia, and people visiting the main western tourism circuit that includes Ballarat and the Grampians. Local and regular visitors know that there are alternative routes to specific locations. For instance, coach operators and some tourists know that there are direct routes to Port Campbell and its attractions. Some of these alternative routes are not well signposted and there is no consistent message about them in the tourist literature.

Traffic volumes along the Great Ocean Road are forecast to grow at around 4 per cent annually. Figure 9 shows average traffic volumes per day between 1998 and 2000. Continuing high numbers of day visitors, particularly during summer peaks, will result in traffic volumes on the Great Ocean Road that are 2-4 times the daily average. Significant congestion and time delays can be expected along the Great Ocean Road impacting on people's enjoyment of the region as a world-class driving experience and the quality of life for residents.

Figure 8. Access



Public transport in the region is limited to the Warrnambool–Melbourne rail line and bus routes along the Great Ocean Road. The Geelong to Apollo Bay bus service operates four times a day on weekdays and twice a day on the weekend. A Friday-only service operates between Warrnambool and Apollo Bay. **It is often difficult for those along the coast who are dependent on public transport, particularly young people, to access employment and recreation and community opportunities.**

Opportunities for **cycling** as a form of tourist experience along the Great Ocean Road have been recognised. Currently 9 per cent of all backpackers travel by bicycle. The release in 2001 of the Great Ocean Road Bicycle Touring Guide by Geelong Otway Tourism promotes bicycle touring in the region.

Tourism has the greatest impact on the transport network. The increase in tourist numbers visiting features such as the Twelve Apostles has been dramatic. It is estimated that more than 120,000 vehicles a year bring tourists to visit the Port Campbell area. If the number of visitors to the Twelve Apostles continues to grow, the Great Ocean Road between Torquay and Port Campbell would need to carry an additional 3,000 vehicles a day for this purpose

alone by 2020. This figure could be even higher based on some predictions that suggest international visitor numbers to the area could increase sixfold over the next 30 years.

Increasing levels of milk production are requiring a growth in the number of milk tankers serving the western end of the region. Anticipated timber harvesting from new large plantations will substantially increase the number of log trucks that will need to use the regional road network away from the coast.

The pressure on the region's road network has led to high accident rates on many sections of the Great Ocean Road. High numbers of drivers

Figure 9. Traffic Volumes in the Great Ocean Road Region (average per day, 1998-2000)



travelling long distances on unfamiliar roads and having limited trip time are contributing factors. The accident history of the Great Ocean Road is shown in Figure 10. Motor cyclists are over represented in accidents on the Great Ocean Road. For the section between Anglesea and Apollo Bay, motorcyclists are involved in 53 per cent of all accidents yet represent only 5 per cent of the total traffic stream.

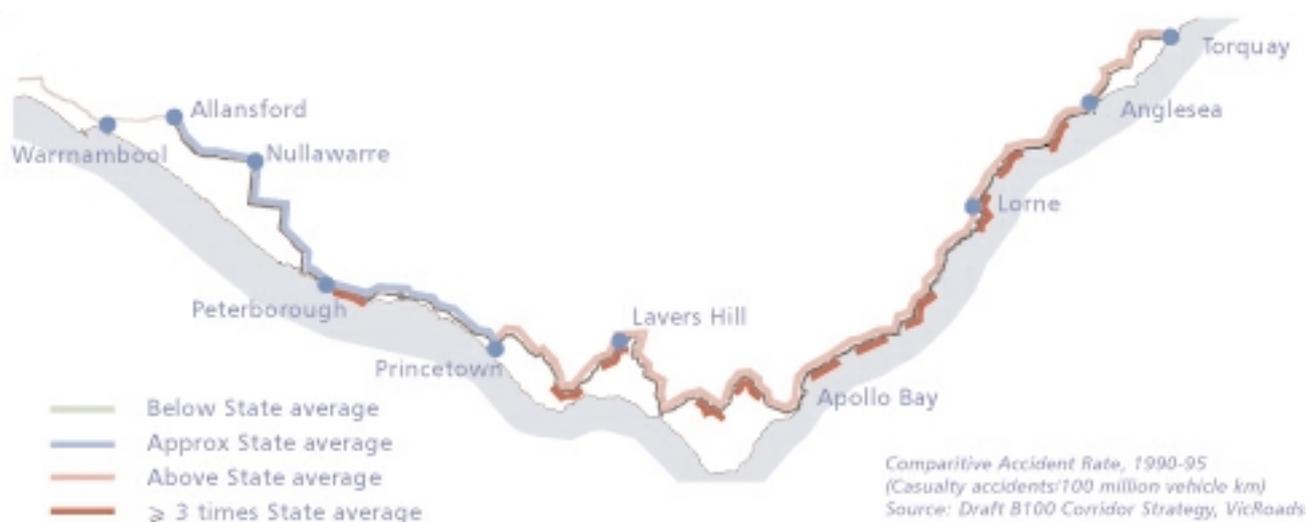
Challenge

Tourism and settlement growth has led to significant traffic growth in parts of the region. Traffic volumes along the Great Ocean Road are forecast to grow at around 4 per cent annually while traffic volumes are 2-4 times the daily average during summer peaks. This will lead to significant congestion and time delays along the road. This is likely to impact on people's enjoyment of the region and the quality of life of residents.

How should we manage and plan for the forecast traffic growth in the region particularly areas along the eastern part, which are subject to significant pressure in peak times?

How do we improve overall access to and within the region to include public transport, walking, cycling as well as private cars and buses?

Figure 10. Accident rates on the Great Ocean Road



Sections of the Great Ocean Road have high accident rates and motorcyclists are frequently over represented in crashes

The environment

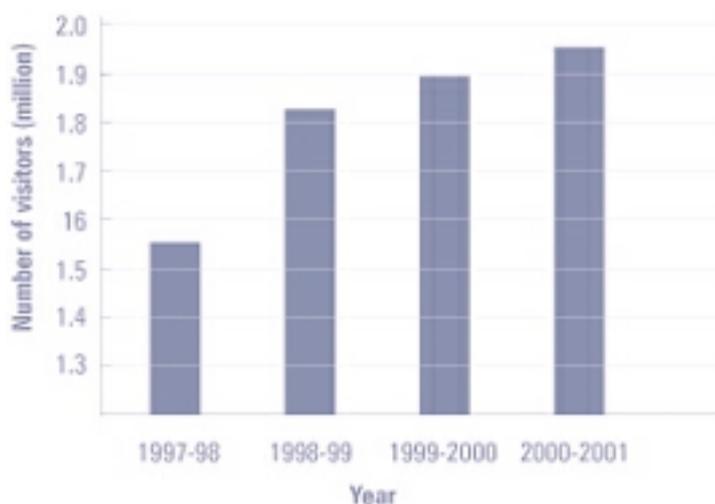
The region comprises a diverse range of landscapes, bio-regions and environmental systems. The types of vegetation range from coastal heathland and rainforest to the grassy plains of the Western District. This variation reflects vast differences in rainfall, geology and topography. The steep country and high rainfall in many areas has produced rivers and streams with near pristine settings in their upper reaches, with features such as waterfalls and remnant riparian creekside vegetation. The retention of large areas of public land throughout much of the region means that there are still extensive areas of remnant vegetation cover. Large areas of private land, particularly in the Otway Ranges, are still covered with remnant vegetation.

The implementation of Victoria's Biodiversity Strategy is closely linked to the maintenance and enhancement of the environmental qualities of the region. The environment of the areas along the Great Ocean Road with its spectacular coastal scenery and formations, the scale and variety of forests, vegetation cover and habitat, provides one of the State's most significant natural resource areas.

Port Campbell National Park contains one of the most significant areas of vegetation and fauna native to south western Victoria. The park is experiencing considerable growth in visitation (see Figure 11).

The Government is investigating the establishment of marine national parks in Victorian waters, including the Great Ocean Road Region Coast. Parts of the coastline along the Great Ocean Road include spectacular underwater scenery including arches and canyons with marine life that is striking in colour and shape.

Figure 11. Park visitation at Port Campbell National Park



Source: Parks Victoria

The Otway National Park includes shell middens and artefact scatters from the Aboriginal settlement of the area by the Katabanut people. In the Otway forest management area, which covers much of the southern area of the region, there are more than 200 species of flora and fauna that are classified as rare, threatened or endangered.

Within the Great Ocean Road Region, many areas, particularly around townships, are under threat from habitat fragmentation, physical disturbance or destruction and invasion by environmental weeds and pest animals, particularly domestic pets. These threats put the coastal and marine biodiversity at risk. Issues that threaten environmental values and qualities include:

- inappropriate land uses and land management practices
- high levels of visitation
- inappropriate land management practices
- extensions to coastal township boundaries
- developments in urban and rural water catchment areas and
- unsewered townships and allotments.

Challenge

The region is visually, culturally and environmentally rich and diverse, however, people and development pressures are placing increased strain on some areas and on some environmental values.

How can we better protect the environment including the region's resources, parks and reserves, marine and terrestrial biodiversity, cultural heritage and visual landscapes?

Public safety and emergency management

In many parts of the region, considerable issues about ensuring public safety exist. This is due to factors such as the difficulty of providing reliable and timely access for emergency vehicles, the limited standard and availability of access routes for public evacuation, lack of refuge areas and restricted communication facilities.

Large areas of the region have a long history of coping with the impact of major fires. The 1983 fires in the Otways resulted in three fatalities, 41,000 hectares burnt and 729 houses lost. The Country Fire Authority responds to more than 100 wild fires in the region each year.

Land slips are another potential environmental hazard in some areas of the region while public safety at beaches is an emerging issue, particularly for overseas visitors unfamiliar with ocean beaches.

Emerging trends and issues

If we think back over the past 20 years, the development of the region has been rapid and not always predictable: structural changes in the agricultural sector, the pattern and standard of residential development and the dramatic rise in visitors to the region at both the domestic and international level are just some examples of this development.

There will be a number of issues emerging over the next 20 years, some of which will be known and some which we may not be able to anticipate or plan for. Farming land may come under pressure because of limited land supply in towns, agricultural diversification, a growing desire for rural living and farmers' desire to maximise returns on their land. New industries will emerge and technology, particularly in sectors such as the communication industry, will impact on work patterns and lifestyles. Windfarms are emerging as such an issue for coastal parts of the region.

Challenge

Developing technologies and innovations may well present opportunities for new industries or ways of working and living that will shift the demand for accommodation and transport. International responses to globally significant issues can also affect the way we live and the level of type of services we will need to adopt. The global response to climate change is a good example where, in addition to developing a national agenda, there has been a fundamental shift in both community and business response to greenhouse gas emissions.

What are likely to be some of the key economic drivers and other social and environmental trends over the next 20 years?

Can we build flexibility into the Strategy to take account of future changes, known and unknown?

Will the outcomes of the Strategy be measured?

It is important to determine a process to measure the success of the Strategy over time. The State Government is committed to achieving social, environmental and economic outcomes for Victoria. The Strategy will utilise triple-bottom-line decision-making and reporting in developing and implementing its proposals. Triple-bottom-line decision-making involves governments taking full account of economic, social and environmental outcomes in the way they set goals, take action and report on decisions.

Challenge

A sustainable future for the region would encompass shared social, environmental and economic goals and benefits. What can government and the community do to improve the benefits in all three areas?

How will we know in the future if the Strategy has been a success and how will we measure that success?

Contacts

If you would like further information about the Great Ocean Road Corridor Strategy, contact the Department of Infrastructure:

Telephone

free call number: 1800 700 255

Facsimile: (613) 5225 2514

Internet: www.doi.vic.gov.au/greatoceanrd

Email: greatoceanrd@doi.vic.gov.au

Mailing address:

Great Ocean Road Corridor Strategy
Department of Infrastructure
South Western Region
180 Fyans Street
South Geelong VIC 3220

Submissions

Submissions in this first round of consultation should be sent in by 30 November 2001 to help prepare the Draft Strategy. You will have the chance to comment on a Draft Strategy in early 2002.

The form on the facing page can be used to send in your written submissions or request to be placed on our mailing database.

Great Ocean Road Region Discussion Paper

Feedback form

Submissions in this first round of consultation are required by 30 November 2001.

Please mail to: Great Ocean Road Region Strategy
Department of Infrastructure
South Western Region
180 Fyans Street
GEELONG SOUTH VIC 3220

Name

Organisation (if applicable)

Postal address

Telephone

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Email