

Great Ocean Road Region

Towards a vision for the future



A land use and transport strategy 2004
Summary

Developing the Strategy

What is the Great Ocean Road Region?

The region is defined as extending from Torquay in the east to Warrnambool in the west, and northward to the Princes Highway. It covers five local government areas – Colac Otway, Corangamite, Moyne, Surf Coast and Warrnambool, with a population of around 100,000 people.

Why do we need a Strategy?

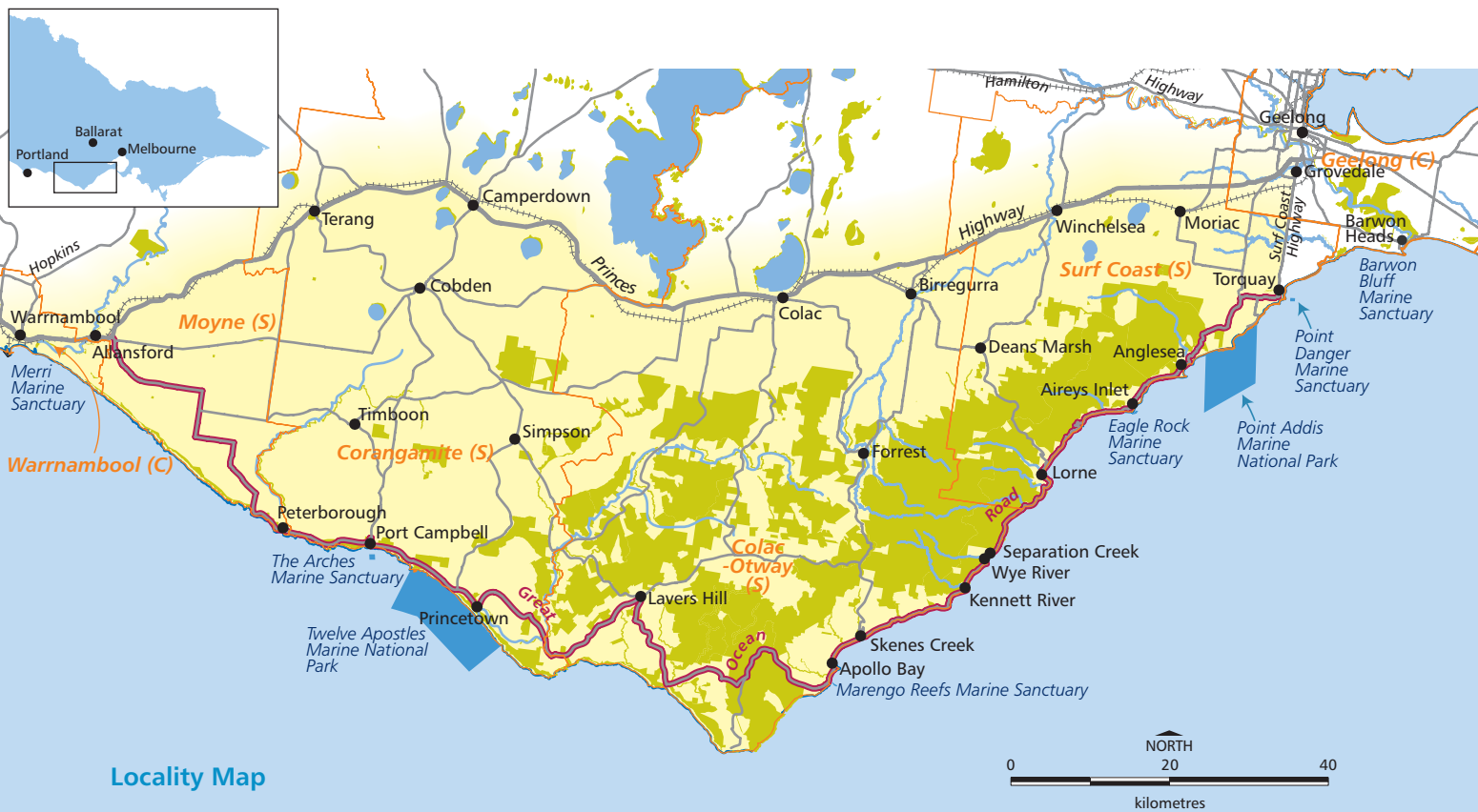
The Great Ocean Road Region is a much visited and fast growing part of Victoria. Its future needs to be carefully planned to make the most of its stunning natural environment, natural resource base and vibrant communities.

The Victorian Government recognises that the Great Ocean Road Region needs a long-term strategy that manages growth and change and provides the necessary level of supporting infrastructure.

Not managing growth will result in:

- environmental damage
- reduced visitor satisfaction
- potential loss of natural assets
- unsustainable growth in some towns and communities
- loss of valued township character, with inappropriate development
- growing congestion on the Great Ocean Road and a further reduction in road safety
- reduced quality of life in many towns and communities
- increased fire risk and the need for emergency management.

Careful planning and management of the region's future growth and development will avoid many of these potential problems. Economically, socially and environmentally sustainable development will benefit the community, visitors and industry alike.



Locality Map

- | | | | |
|------------------|--------------|----------------|------------------------------|
| Great Ocean Road | Rail | LGA boundaries | Lakes and rivers |
| Roads | Public land* | Study area | Marine parks and sanctuaries |

*Final boundaries to be determined by Government on completion of VEAC Angahook-Otway Investigation.



How was the Strategy developed?

The Strategy was developed through a consultative process, initiated by the Victorian Government and supported by the five councils. All stakeholders have had the opportunity to participate in the development of the Strategy and to influence the Strategy's key directions and strategies. A steering committee comprising representatives from relevant Victorian Government departments and agencies and the region's five councils has overseen its development.

Discussion Paper

The development of the Strategy commenced with the release of the Discussion Paper for public comment in late 2001. The Discussion Paper provided a basis for exploration and community response about key issues. The key messages from the consultation for the Discussion Paper were:

- put the environment first
- manage the development and planning of tourism to ensure it does not diminish the region's natural values and assets
- protect the scenic and landscape values of the region
- manage the future growth of the region's townships, particularly along the coast, to ensure the beauty, lifestyle and character of these towns are not lost or compromised
- improve access to the region, particularly the coast, while maintaining the tourist function of the Great Ocean Road
- recognise the diverse local character of different parts of the region
- provide a coordinated response from government agencies
- complement other local and regional strategies and initiatives.

These key messages directly influenced the development of the Strategy. Further work was undertaken to inform the Strategy. This included major regional transport and landscape character studies.

Draft Strategy

The draft *Great Ocean Road Region Strategy* was released in November 2003 for public consultation and written comments. The draft Strategy was based on four key directions:

- 1. Environment:** Protect the landscape and care for the environment
- 2. Settlement:** Manage the growth of towns
- 3. Access:** Improve the management of access and transport
- 4. Prosperity:** Encourage sustainable tourism and resource use

The draft Strategy was supported by a range of policies and initiatives. It was developed on the basis of sustainability principles and consideration of a range of options for the development of the region over the next twenty years. The preferred option in the draft Strategy was for balanced coastal and inland growth.

Written comments and other feedback were analysed in detail, and further discussions undertaken with stakeholders. The consultation indicated widespread community support for the draft Strategy's four directions and supporting policies. The community wanted to know more about the implementation and funding of the Strategy's initiatives and how the Strategy would be included in the planning system.



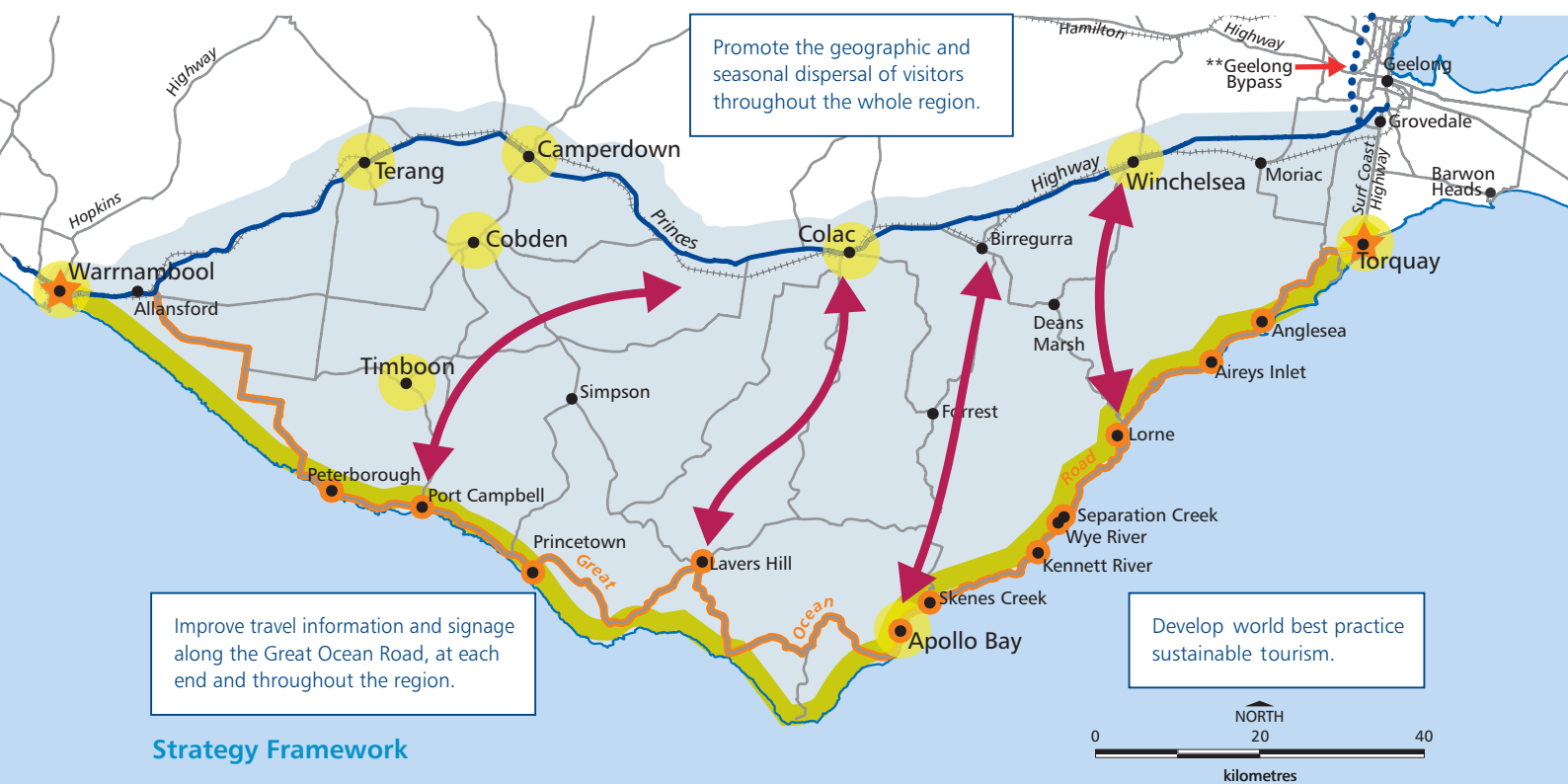
The Strategy in summary

What is the Strategy?

The *Great Ocean Road Region Strategy* provides the framework for managing future growth and development. The Strategy is made up of three parts – key directions, implementation and review.

- **Part 1** provides the Strategy’s key directions and strategies. It sets out **what** the Strategy is intended to achieve over a 20 year time frame.
- **Part 2** provides the Implementation Plan for the Strategy. It sets out **how** the Strategy will be achieved.
- **Part 3** provides the **monitoring** and **review** process for the Strategy. It will ensure regular review and refinements over time.

The Strategy will guide decision making for land use and transport in the region. To guide decision making the Strategy will be appropriately articulated in the Victoria Planning Provisions. It will be coordinated with other regional strategies and plans to ensure that it is integrated with other key activities such as land and coastal management, water and sewerage infrastructure servicing, tourism planning, heritage protection and regional development.



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



Key directions and strategies

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 (strategy 1.1)
- Identify and protect significant landscapes (strategy 1.2)
- Ensure effective protection of catchments and coastal areas (strategy 1.3)
- Promote the region's environmental and cultural values (strategy 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 (strategy 2.1)
- Direct urban growth to townships where it can be best accommodated and limit growth elsewhere (strategy 2.2)
- Encourage sustainability as the region grows (strategy 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 (strategy 3.1)
- Improve road safety (strategy 3.2)
- Develop and promote inland routes (strategy 3.3)
- Provide more travel choices to and within the region (strategy 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 (strategy 4.1)
- Develop world best practice sustainable tourism (strategy 4.2)
- Direct significant tourism facilities to key towns and strategic locations (strategy 4.3)
- Support land use and transport needs of key regional industries (strategy 4.4)
- Use natural resources with care (strategy 4.5)
- Improve safety and emergency management planning (strategy 4.6)



Implementation, monitoring

Implementation Plan

The Implementation Plan sets out the actions that will be undertaken for each initiative. It identifies a lead agency and partner agencies responsible for implementing a particular action. Implementation of the *Great Ocean Road Region Strategy* will involve the Victorian Government, councils, industry and the community working together to manage the region's future development.

The Implementation Plan is a dynamic document, and will be reviewed every five years to ensure that it remains relevant. An implementation committee will be established to support partnerships with other agencies, stakeholders and community groups. It will also promote understanding and implementation of the Strategy.

Key Initiatives and Actions

Establish a single national park

Public land management will provide the focus for stronger environmental protection. Protection of the region's diverse ecosystems and natural systems will be increased through the creation of an expanded national park. The national park will complement other parks and reserves in the hinterland and on the coast. Innovative approaches to public land management will be established.

Protect significant landscapes

The region's high quality landscapes will be protected and improved. Significant landscapes will be protected by stronger planning controls in local planning schemes. Catchment bodies and councils will work together to create stronger linkages between catchment plans and the land use planning system.

Protect coastal towns

Clear town boundaries will be established for settlements to prevent further ribbon development along the coast. Expert committees will provide advice on strategic growth boundaries. Finalisation and implementation of township character studies will help ensure that development respects the character of coastal towns.

Spread settlement growth across the region

Coastal growth will be directed to Torquay and Warrnambool and to a lesser extent Apollo Bay. Inland growth will be encouraged at Colac, Camperdown Timboon and Winchelsea, while other settlements such as Cobden and Terang will provide further development alternatives. Structure planning will facilitate these directions.

Provide a world-class travelling experience

Improved management and road safety actions will enhance the Great Ocean Road as a world class driving experience and recognise its regional access role.

Improve access within the region

Improvements to north-south coastal access routes and expanded seasonal public transport services will provide alternative access to the region, reduce seasonal congestion and provide more travel options for local communities. Improved cycling and walking opportunities will provide more alternatives for moving around the region.

Become a leader in sustainable new development

Tourism plans and programs will facilitate more environmentally sustainable tourism development. Enhanced planning tools and support for council planners will assist local decision making.

Manage seasonal peaks

The creation of new nature-based tourism opportunities such as facilities on public land in the Otways will disperse visitors across the region. Emergency and safety management planning will be reviewed and improved.

Create a network of tourism opportunities

The region will be promoted as a year round premier recreation and visitor destination. The location of high quality tourism infrastructure in strategic locations, will encourage visitors to explore the whole region.

and review

Monitoring and review

An implementation committee will monitor progress in implementing the Strategy's initiatives and actions. The Strategy will be reviewed every five years to ensure it remains relevant.

How to obtain a copy

Contact the Department of Sustainability and Environment or visit the following locations:

Department of Sustainability and Environment:

Free Call 136 186

Internet www.dse.vic.gov.au/greatoceanroad

Email greatocean.road@dse.vic.gov.au

State Government Offices

Level 4
Corner Fenwick & Little Malop Streets
Geelong

DSE Information Centre

8 Nicholson Street
East Melbourne

Surf Coast Shire Council

25 Grossmans Road
Torquay

Colac Otway Shire Council

2-6 Rae Street
Colac

Corangamite Shire Council

181 Manifold Street
Camperdown

Moyne Shire Council

Princes Street
Port Fairy

Warrnambool City Council

25 Liebig Street
Warrnambool



