

# Great Ocean Road Region

Towards a vision for the future



**A land use and transport strategy**

Draft strategy October 2003



# 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.

**Published by the Victorian Government Department of Sustainability and Environment  
Melbourne, October 2003**

**Also published on [www.dse.vic.gov.au/greatoceanroad](http://www.dse.vic.gov.au/greatoceanroad)**

© The State of Victoria Department of Sustainability and Environment 2003

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 Impact Printing, 69–79 Fallon Street, Brunswick 3056.

ISBN 1 7410 6667 0

For more information contact the DSE Customer Service Centre 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.

# Message from the Minister

## **A new direction for the Great Ocean Road Region**

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 community.

This draft land use and transport strategy, prepared in partnership with local government, to guide the region's next 20 years of development, is led and supported by the Victorian Government, which, in declaring important new national parks on land and sea and signalling possible tightening of planning controls, has made a substantial commitment to the region's long-term protection and sustained growth.

The community has put forward its ideas about the place where people live, work and visit, and its comments have helped to shape the draft strategy and the sustainability principles upon which it is based.

Sustainable development involves both care and responsibility: careful use – rather than over-use – of resources, and responsible use of elements that could damage the environment; care for all members of the community; and responsibility for handing on in good condition everything that we have used and made.

We must protect the aspects of the Great Ocean Road Region that make it so special, as we manage the exciting development that lies ahead.

We face a number of challenges.

Because it is beautiful, the region is a sought-after visitor and holiday destination. Visitor and resident numbers are growing, and prices for houses along the coast are soaring. These important uses bring vitality and investment into the region but they also bring pressure, particularly along the spectacular Great Ocean Road, which draws visitors from around Australia and the world. Along the coast, the roads and towns are becoming extremely crowded during peak visitation periods. Infrastructure and services are stretched. Housing that is inappropriate in location or style is endangering the region's valued character.

Such challenges are stimulating, but letting them drive development unchecked is not an option. They must be met and directed.

The draft strategy for the Great Ocean Road Region will do exactly that. We look forward to receiving your comments and finalising the strategy, which will guide and safeguard the future of this historic and exciting part of Victoria.



MARY DELAHUNTY MP

Minister for Planning







# Contents

## **iii Message from the Minister**

A new direction for the Great Ocean Road Region

## **1 Summary**

2 Directions

3 How will it be implemented?

## **4 Focus on the region**

4 What is the Great Ocean Road Region?

5 Past history

7 Present situation

## **8 The basis for the strategy**

8 The government's vision for Victoria

9 Why do we need to look ahead?

10 What are the main issues and challenges?

13 How has the strategy developed?

15 What are the underlying principles?

## **16 The scope of the strategy**

18 Who will benefit from the strategy?

18 How does the strategy relate to existing regional plans and strategies?

## **19 The strategic framework**

## **20 A vision for the future**

## **21 Policies and initiatives**

21 Direction 1. Environment

27 Direction 2. Settlement

41 Direction 3. Access

49 Direction 4. Prosperity

## **63 Putting the strategy into practice**

63 Understanding how it fits into the planning system

63 Finalising and implementing the strategy

66 Commenting on the draft strategy

## **67 Appendixes**

67 Appendix 1. Supporting studies

68 Appendix 2. Sustainability principles and strategy options

74 Appendix 3. Other key strategies, plans and policies

## **78 Glossary**

## **80 Acronyms**

## **81 Information boxes**

## **82 Figures**