



30 April 2018

Great Ocean Road Taskforce Project Manager
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Good morning,

At the Moyne Shire Ordinary Council meeting held on Tuesday 24 April 2018, Council considered a report on the *Governance of the Great Ocean Road Region Issues Paper ("the Paper")*. Council resolved to make a submission in relation to what it considers are the three main elements of governance discussed in the Paper, being:

- A New Lead Agency
- A Strategic Framework Plan
- Resourcing/Funding.

1. A New Lead Agency

As discussed in the Paper, Council considered there is merit in the creation of a new single-focus lead agency. However, Council raised concern about the relationship between the agency and Council in terms of powers and responsibilities; this is a matter of detail requiring careful thought. Council would expect to have further opportunity to consider and provide comment on this aspect once a clearer proposal emerges, and before any final decision by the State Government.

Akin to the model of Alpine Resort Boards and other geographic agencies around Australia, Council would wish the new agency to be governed by a Board consisting of Government appointed people with relevant expertise. Council expects that there would be representation from each of the local councils containing the Great Ocean Road, as well as other relevant tourism bodies and the like.

It is important that the agency be adequately resourced to attract highly skilled staff able to develop and deliver a well-crafted, visionary plan for the road.



2. A Strategic Framework Plan

In order to overcome the fragmentation of approaches to governance and management currently experienced, Council considers creation of an overall Strategic Framework Plan as desirable. However, as discussed above, it is essential that the Board responsible for its development and implementation has good representation from relevant stakeholders. This would ensure ownership of the plan and its delivery.

As is normal for such a plan, there should be overarching principles, covering matters such as landscape and environment protection, nodes for development and economic activity, and other high-level principles. Those mentioned in the Paper in Figure 5 provide a good starting point. Underneath the principles would need to be more detail about design guidelines, preferred land use at different locations, and more. Ideally, to avoid principles

Planning Schemes usually incorporate strategic framework plans, but they may sometimes be misinterpreted or ignored. Consequently, it is suggested that some form of overlay apply across the Great Ocean Road Region and that all development, public or private, be subject to a planning permit. Councils would remain responsible for the determining the applications but the new agency would have referral status, ensuring that its principles and design guidelines are properly considered.

Council noted that for the purposes of the Paper, the road all the way to Port Fairy was considered in evaluation of the issues (even though not part of the Great Ocean Road). However, the width of the area of interest has not been defined and will be more problematic to determine.

3. Resourcing/Funding

Council is aware of the difficulty Parks Victoria have had in funding adequate maintenance and management of the coastal parks and reserves.

Consequently, Council submits that it is important that if a new agency and plan is to be the preferred option, then robust and sustained funding must be implemented. As in the Barrier Reef model, tour operators and others might pay a levy for operating within the defined Great Ocean Road region. Entrance and parking fees for specific popular tourist nodes may be another source of revenue, with exemptions applying for locals. As with any change of this nature, consultation with local communities, Councils, tourism organisations will be essential in order that any changes are properly aired and decisions are not seen as “robbing Peter to pay Paul”.



In conclusion, Council thanks the Task Force for the opportunity to discuss this proposal and for its recent presentation to Council at a workshop. Council asks that such dialogue continue as this proposal continues to be examined by the State Government.

Yours sincerely,



Director Sustainable Development