



26 April 2018

Great Ocean Road Region – Task Force Issues Paper

Business and Tourism Anglesea thank the Taskforce for the opportunity to make a submission, as part of the community consultation on the future management of the Great Ocean Road region.

Here we address the outlined questions, with our feedback:

1. What do we love most about the GOR and its landscape? We exist because of the precious environment we live and work in. To us it is a place to protect first and foremost. Through this very commitment, we can and will continue to enjoy its amenity for generations to come.
2. What aspects of the GOR and its landscape would you most like protected? The GOR is a natural product, that has world class status. Anything that could or does put this experience at risk, should receive immediate and multi-agency/government attention. It is our current view that while we do not have a holistic position on the future management of the product, the visitor experience is currently at risk.
3. What aspect of the GOR and its landscape would you most like to see changed? The current inaction on obvious infrastructure improvements, along with the lack of any plan to manage the regions visitor journey, denigrates the visitor and local enjoyment of key areas. The Memorial Arch, the Koala's at Kennett River, the foreshore amenity at Apollo Bay and the 12 Apostles, not to mention the transport/parking issue's all along the entire route, including inland & feeder routes. Whether it be erratic drivers, slow drivers, bus after bus after bus. Feedback tells us that every person is impacted by these stresses on a daily basis.
4. Do you work for, own or operate a business, or are you a member of a community organisation, that benefits from visitors to the region? Yes, we are all business operators that service visitors. We are the Trader Association in Anglesea.
5. Is there any critical issue or opportunity that we have missed in chapter 3 of the document? We noted that the cultural seasons were missing April and May (probably a typo on the Figure 3 image). Having said that, our cultural heritage is of utmost importance and we certainly hope that we will continue to work with the traditional land owners, so that we can better tell their story and inspire all to embrace our history and environment, through this story telling. It is one key element that has the potential to influence long term social and environmental outcomes that align with the true essence of the region.
6. Do you have any suggested changes to the overarching policy, goals and principals? We believe that action is critical. The experience that is the GOR is at risk now. How will an overarching authority be funded? Will these funds go into more reports, investigations, wages and plans, leaving very little with which to fund any proposed outcomes? How will an overarching authority not become just another level of agency? How will an authority ensure collaboration and engagement with key stakeholders, which includes local community, local business as well as the existing agencies? Will there be a change to the existing agencies? How will the problems of the past, and now, be overcome effectively? We recognise it is a massive task, with many layers of complication and consideration. Will this complexity mean little or no quantifiable outcomes. The GOR cannot afford inaction any longer. If an overarching authority takes 2 years to establish and 3 years to create a strategic plan, what will the current issues become? If the new model has to jockey with State and Federal governments for grants/funding, what happens when this is not forthcoming?



7. What elements would you like to see covered in the strategic framework plan for the GOR Region? We need a world class funding model that is sustainable for the long term. We need a broader transport strategy that looks at the entire region. We need to understand, and strategically manage the visitor journey, to protect and enhance the visitor experience/the product, while also considering the amenity for the local population. We need best practice models investigated and adopted to enhance the visitor experience. We need to carefully look at what more means, does it mean success? If that is the scoring criteria, then we will have completely failed, our culture, our future, ourselves and what will one day become our legacy.
8. What are your thoughts about establishing a new organisation to oversee the development, and coordinate implementation of, a Strategic Framework Plan for the GOR Region? We have advocated for a solution to deal with the inaction, due to the multiagency management along the road, for some time now. At this stage our initial thought, is concern about right now. A sense of how massive the task would be and the risk of failure due to uncontrollable influencing factors.
9. What current constraints need to be addressed in the future governance arrangements? Buy in from the multi-agencies, including state and federal government. A funding model that does, or does not, include them? Duplication of effort. Ability to do anything, or should I say nothing, because that means change. Influence, or not, on public and private land infrastructure outcomes.
10. Are there any other management/options we should consider? We would hope that a number of world tourism models have been investigated and considered. What/where are they delivering best practice outcomes. We often talk about New Zealand's tourism offering and the perception of buy in from every layer in the community.
11. What criteria should the Taskforce use to evaluate the management model options? What will deliver success. So we better get to work on what "SUCCESS" means. We would encourage development of qualitative guiding principles, to guide all decision making.

In order to get this right we need to think differently. We, as an entire community, are charged with the responsibility of what the future will be. We need to learn from our past, think about the future and challenge our intelligence to deliver a truly beneficial outcome. And we can never lose site of the very thing that makes our product nationally and internationally significant.

The Committee