

30 April 2018



Great Ocean Road Taskforce Project Manger
 Department of Environment, Land, Water and
 Planning, Barwon South West
 Level 4, State Government Offices
 30-38 Lt Malop Street
 Geelong VIC 3220

To Whom It May Concern,

SUBMISSION TO THE GOVERNANCE OF THE GREAT OCEAN ROAD ISSUES PAPER

Introduction

Regional Development Australia Barwon South West (RDA BSW) welcomes the opportunity to provide a submission to be considered in response to the 'Governance of the Great Ocean Road Region Issues Paper'. The submission is responding with specific focus on the Management Model in section 4 of the paper.

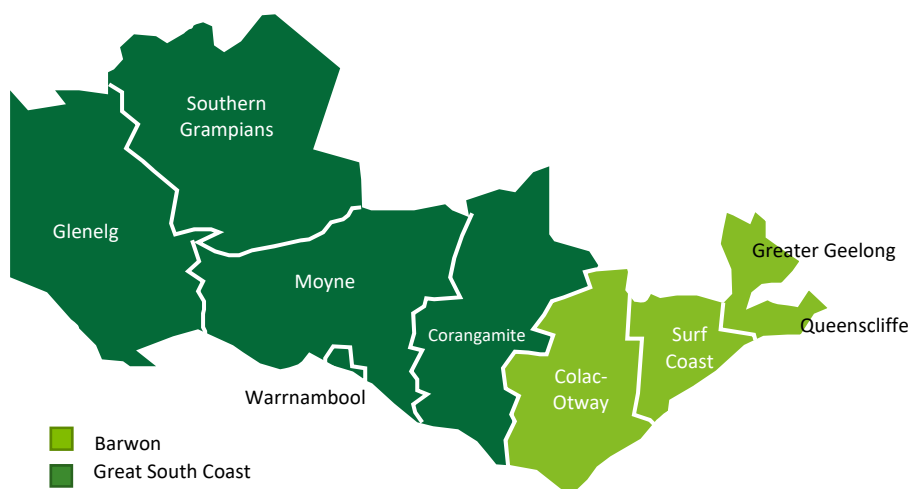
Recommendation

RDA BSW would like to submit the following recommendations to be considered:

1. Regional Development Australia Barwon South West supports the establishment of *a new body* to be the lead agency to develop, coordinate delivery of, audit and report on the implementation of a Strategic Framework Plan for the Great Ocean Road region, Option 4 outlined in the 'Governance of the Great Ocean Road Region Issues Paper'.
2. That the responsibility of the Australian Government be considered in the development of a formal policy position and the overarching Strategic Framework Plan for the Great Ocean Road region.

Context

The BSW region is made up of the area from Queenscliff to the South Australian border, encompassing the entire Great Ocean Road region. The region includes two state regions (Barwon and Great South Coast), and nine local government areas, as shown below:



The Committee is made up of 10 members drawn from across the region. Our core responsibilities are: to be a key facilitator of strategic change and economic, social and environmental development in the region; to be the link between government, business and the community; and to facilitate whole of government responses to opportunities in the region.



Response

RDA BSW is a strong advocate for an integrated and streamlined governance structure in the form of a lead agency/authority to provide coordinated leadership and direction to the management of the Great Ocean Road region, and its respective responsible agencies and councils.

In December 2016, RDA BSW resolved to investigate integrated management models for large, complex and multiple use areas, which have numerous agency responsibilities similar to the Great Ocean Road region. The Committee sought input from the Great Barrier Reef Marine Park Authority and the Yarra River Ministerial Advisory Committee. The research and communications undertaken in this investigation informed the Committee's view to supporting a new body to act as a lead management agency for the Great Ocean Road region.

The diverse nature and the interdependencies of the agencies and government bodies that currently have management over components of the Great Ocean Road region, requires an independent authority to realise the opportunities, manage the risks and complexities, and align activities across responsible agencies.

The Great Ocean Road is an iconic landmark within the Australian landscape and an internationally significant tourism destination. The region is heavily featured in international marketing campaigns, alongside the Uluru and the Great Barrier Reef, to promote international tourism. As visitor numbers continue to grow, RDA BSW believes the Australian Government has a responsibility to ensure the Great Ocean Road can accommodate the growing international visitor demands and to address the challenge to provide a better, safer and more environment-friendly experience for visitors, whilst protecting the economic vitality and livability of coastal communities in the BSW region.

Conclusion

RDA BSW thanks the Great Ocean Road Taskforce for the opportunity to make a submission to the Great Ocean Road Governance Issues Paper, and trusts the process will lead to an integrated and streamlined governance model for the Great Ocean Road region.

Please do not hesitate to contact the Committee via email [REDACTED] should you wish to meet with the Committee or require further clarification regarding this submission.

Yours sincerely

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Chair
Regional Development Australia Barwon South West

