

REPORT



Aspirations for the Great Ocean Road and its region

Community Engagement Key Findings Report

May to August 2019

capire

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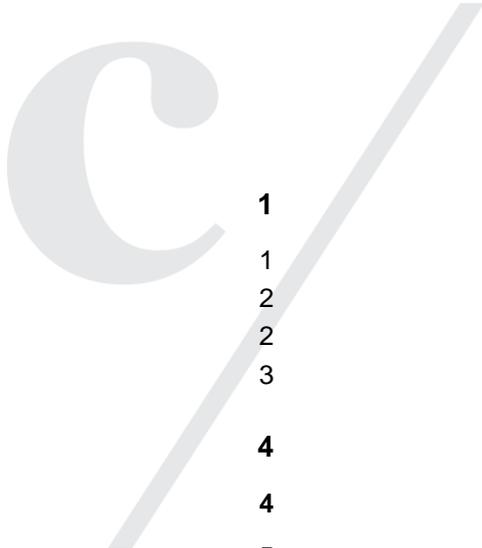
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- Executive summary** 1
 - Valued areas, towns and surrounding landscapes 1
 - Better protection of valued areas, towns and landscapes 2
 - Planning for visitors 2
 - Future aspirations for the Great Ocean Road 3

- 1 Introduction** 4
 - 1.1 Project background** 4
 - 1.2 Purpose of this report** 5

- 2 Engagement approach** 6
 - 2.1 Objectives** 6
 - 2.2 Engagement activities** 7
 - 2.3 Engagement limitations** 9

- 3 Participation** 10
 - 3.1 Event participation** 11
 - 3.2 Where participants live** 12

- 4 Engagement findings** 14
 - 4.1 Values of the Great Ocean Road and its landscapes** 15
 - 4.2 Valued areas, towns and surrounding landscapes** 16
 - Natural landscapes 17
 - Beaches 18
 - Township character 19
 - Vegetation 19
 - Recreational value 20
 - Mapping of values, threats and means of protection 21
 - 4.3 Better protection of valued areas, towns and landscapes** 25
 - Planning mechanisms 26
 - Improved environmental management 26
 - Additional infrastructure 27
 - Stronger policy positions 28
 - 4.4 Planning for visitors** 29
 - How visitors travel 30
 - What attracts people to the Great Ocean Road 31
 - How local communities thrive and benefit from visitation 31
 - Visitor fees 33
 - Visitor facilities 35
 - 4.5 Guiding statements** 43

4.6 Future aspirations for the Great Ocean Road	44
Protected and enhanced natural landscapes and biodiversity	44
Recognised and celebrated local history	45
Vibrant, unique and connected coastal townships	45
Environmentally sustainable visitation and communities	46
Well managed tourist hubs and sites	46
4.7 Do you have anything else you would like to add about the future of the Great Ocean Road and its region?	47
4.8 Extended responses	48
Visitation	48
Natural Landscapes	49
Governance	49
5 Next steps	51
6 Engagement evaluation	52
Appendices	54
Appendix A: Engagement inputs and engagement findings	54
Appendix B: Location specific participant engagement findings	58
Appendix C: Participants comments mapped by theme	62

Executive summary

The Victorian Government's Great Ocean Road Action Plan was released in October 2018, with 18 actions to reform the management arrangements for this special part of our state and creating a shared vision and objectives for the future directions of the region. These long-term objectives and vision will guide the development of the strategic framework plan for the region.

This report provides a summary of the aspirations of the community and stakeholders that were gathered in person and online between 20 April and 31 August 2019. This is the third phase of community engagement in the Great Ocean Road (GOR) management reforms.

The analysis of feedback collected in phase three has been structured around:

- what people love most about GOR areas and townships, and their surrounding landscapes
- threats to what is loved and means of protection
- opportunities for local communities to plan for and benefit from visitation
- planning for visitors
 - visitor perceptions of the Great Ocean Road region
 - visitor facilities and infrastructure
- aspirations for a long-term vision for the Great Ocean Road region.

An overview of the overall levels of participation is outlined below:



Valued areas, towns and surrounding landscapes

The key ideas and messages emerging from participant responses to valued areas, towns and surrounding landscapes are:

- Natural landscapes are most valued, and environmental protection is of highest importance.
- Beaches are a valued natural environment, but also contribute to cultural and recreational value.

- Township characteristics are noted as distinctive to each location, and valued for their bush and seaside settings, historic qualities, community and recreational value.
- Vegetation is valued for its environmental contribution, beauty, recreational and habitat value.
- Recreational values include walking, cycling, surfing and swimming as well as local arts, culture and events.

Better protection of valued areas, towns and landscapes

The key ideas and messages emerging from the community engagement as related to means of protection include:

- Value and protect the environment first and have a clear vision that aligns with protection of the environment.
- Create planning controls that prioritises environmental protection, with emphasis on implementing permanent township boundaries, encouraging environmentally sensitive designs and preserving vegetation.
- Value local knowledge and allow local participation in protection of valued areas.
- Improve the management of visitor impacts through better visitor education and improved facilities and infrastructure, such as cycling and walking trails and waste management infrastructure.

Planning for visitors

The key ideas and messages emerging from the community engagement as related to planning for visitors are:

- Participants identified that when travelling to and around the GOR they were most likely to be self-driven, visit multiple destinations in the region and stay for at least one night or more compared to single day trips.
- Most participants identified the scenic views of the GOR as the main attraction for visitation.
- Participants made many suggestions on ways local communities could better thrive and benefit from visitation, with ideas focused around ways to encourage greater visitation during off-season time, improving accommodation options, more extensive advertising for the region and more food and beverage options to attract longer stays and spending in local townships.
- Participants were divided on whether they supported a visitor fee or contribution. If a fee were to be established, participants identified national parks, roads and tourist sites as the top three preferred visitor facilities to receive additional funding.
- Participants identified a wide range of additional facilities, infrastructure and services to enhance the visitor experience focusing on cycling, walking, parking and traffic, road maintenance, food services, rubbish bins and strategies to improve safety.

Future aspirations for the Great Ocean Road

The key ideas and messages emerging from the community engagement related to future aspirations for the GOR are:

- Participants envisioned a future GOR with protected and enhanced natural landscapes and biodiversity, emphasising wild, biodiverse landscapes with restored vegetation ready to be explored.
- Recognising and celebrating local history was strongly highlighted, with particular attention given to the need to include local indigenous history and the indigenous community in the storytelling process.
- Participants hoped to see vibrant coastal townships along the GOR distinguished by their own unique character and modest, thoughtful development.
- Environmentally sustainable visitation and communities was imagined by participants as an important part of the future GOR, with a focus on sustainable transport and energy, and building climate resilient communities.
- Participants acknowledged the future growth of visitation but highlighted a desire to see tourist hubs and sites managed to be uncongested, clean and inclusive.

Feedback through this phase of engagement will help the Department of Environment, Land, Water and Planning (DELWP) develop long-term objectives and a shared vision for the future of the Great Ocean Road region. These objectives and vision will guide the development of the Strategic Framework Plan for the region.

Additional engagement opportunities will be provided in Phase 4 community consultation related to community involvement and funding options for the Great Ocean Road Coast and Parks Authority, scheduled to occur through Nov - Dec 2019.

In the first quarter of 2020 engagement will be held with stakeholder groups and responsible public entities about the long-term objectives and vision for the region. On completion of this phase of engagement, drafting of the long-term objectives and vision will occur with a consultation draft vision ready in mid-2020.

1 Introduction

1.1 Project background

The Great Ocean Road (GOR) is one of the world's most scenic coastal touring routes and includes some of Australia's most recognised and visited natural attractions. It is one of Australia's most popular destinations and attracts more visitors than the Great Barrier Reef and Uluru combined, and as such, is an important tourism asset for Victoria.

The Great Ocean Road and its surrounding landscapes are currently threatened by natural forces, climate change, as well as increasing visitation and population.

The Victorian Government is committed to protecting the GOR coastline and its landscapes with unique legislation and planning framework, and better planning approval processes. In 2017, the Victorian Government established the bi-partisan Great Ocean Road Taskforce to:

- examine the effectiveness of current governance arrangements for the Great Ocean Road and its landscapes
- make recommendations on reforms that would boost tourism and investment along the Great Ocean Road, whilst supporting local communities and maintaining appropriate environmental protections.

The Victorian Government's Great Ocean Road Action Plan was released in October 2018, committing to implement major reforms to management arrangements. . The Action Plan is now being delivered, and an important first step is the development of long-term objectives and a shared vision of the future of the Great Ocean Road region. These objectives and vision will guide the development of the strategic framework plan for the region.

Figure 1 shows a high-level overview of the project milestones and community engagement.

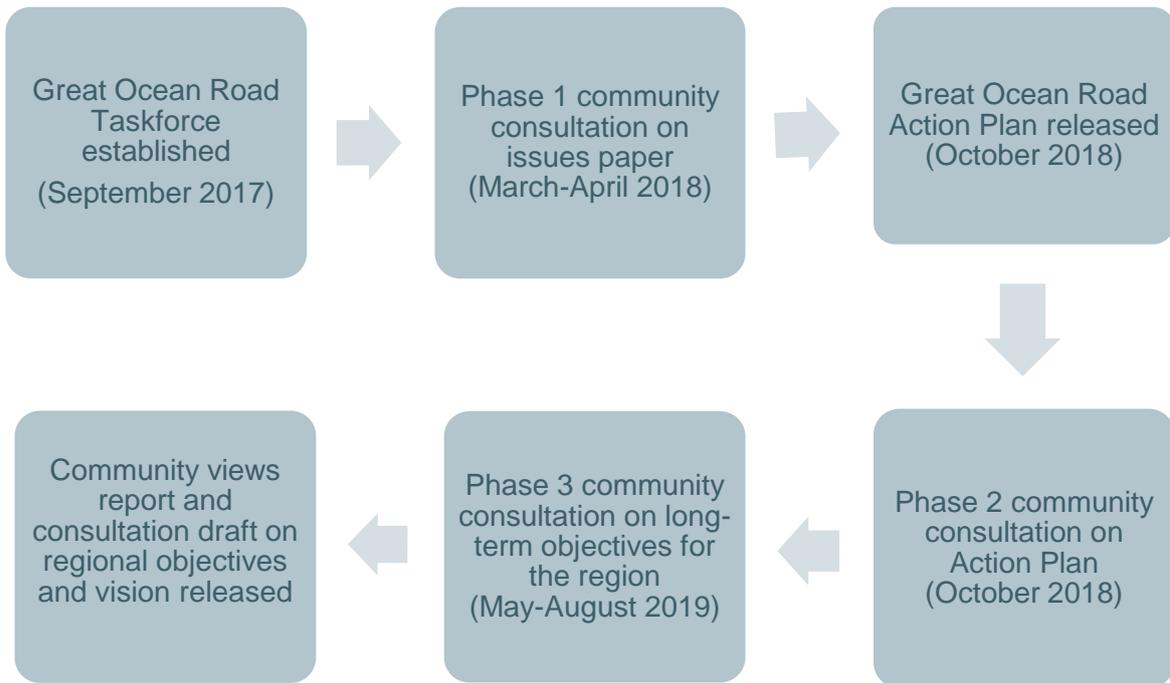


Figure 1: GOR project timeline

1.2 Purpose of this report

This report provides a summary of the views of the community and stakeholders gathered in person and online between 20 April and 31 August 2019 for Phase Three community consultation on the long-term objectives for the region.

The analysis has been structured around:

- what people love most about GOR areas and townships, and their surrounding landscapes
- threats to what is loved and means of protection
- opportunities for local communities to plan for and benefit from visitation
- planning for visitors
 - visitor perceptions of GOR
 - visitor facilities and infrastructure
- aspirations for a long-term vision for the GOR region.

2 Engagement approach

2.1 Objectives

The objectives of the engagement were:

- to consider the views of all interested stakeholders and community members
- to close the loop on previous engagement and deliberations
- to inform of next steps for GOR
- to deliver engagement in alignment with the Surf Coast Distinctive Area Landscape (DAL) project, ensuring GOR and DAL projects provided cohesive and integrated key messaging.

Project objectives included:

- to inform stakeholders and community members about the implementation program for the GOR Action Plan
- to inform the scope of the Strategic Framework Plan and better understand which areas should be included
- to seek a broad cross section of community views from both coastal and hinterland areas
- to define distinctive place-based long-term objectives, values and characteristics to be protected
- to better understand how to support visitation, visitor behaviour, key visitation areas and where significant tourism development should and should not go.

2.2 Engagement activities

Engagement activities were undertaken between 20 April and 31 August 2019. These included promotion activities, open house sessions and an online survey and mapping tool.

Communication and promotion

Engagement promotion was undertaken by DELWP. All promotional activities are summarised in Table 1 below.

Table 1: Promotional activities undertaken

Promotion type	Date
Launch of survey and email sent to Engage Vic subscribers and stakeholder groups	29 April 2019
Media release to publicise open house sessions	20 May and 3 June 2019
Flyers and postcards distributed to Council and stakeholder groups to publicise open house sessions	5 June 2019+
Social media promotion via DELWP	commenced 22 May 2019 and ran throughout the consultation period

Local promotion

The open house sessions and online engagement were promoted through distribution of post cards and fact sheets at key locations throughout Apollo Bay, Port Campbell, Peterborough, Warrnambool, Aireys Inlet, Colac, Timboon, Deans Marsh, Melbourne, Torquay, Anglesea Lorne, and Wye River.

Open houses

Fifteen, two-hour open house sessions provided participants with the opportunity to read about the project through a series of information stations and to speak with members of the project team (see Table 2). Participants were invited to complete questions at activity stations that focused on:

- what they value along the Great Ocean Road
- the threats to those values
- ideas for protection
- feedback on the vision cloud for the Great Ocean Road
- visitation
- a space to provide information about anything the project team had missed.

During each open house a rolling PowerPoint presentation provided an update on the progress of the Action Plan and the purpose of the engagement. In most instances a formal presentation was also delivered by a senior DELWP officer.

Table 2: Open house times, dates and locations

Town	Date and time	Location
Torquay	Friday 24 May, 10am–12pm	St Luke's Anglican Hall
	Friday 24 May, 6-8pm	
	Saturday 25 May, 10am–12pm	
Melbourne	Tuesday 28 May, 5:30-7:30pm	DELWP Foyer, 8 Nicholson Street
Deans Marsh	Friday 31 May, 6-8pm	Deans Marsh Community Hall
Aireys Inlet	Saturday 1 June, 10am–12pm	Aireys Inlet Community Hall
Anglesea	Saturday 1 June 2019, 2-4pm	Anglesea & Aireys Inlet Senior Citizens Club
Wye River	Saturday 8 June, 10am–12pm	Wye River Surf Lifesaving Club
Lorne	Saturday 8 June, 2-4pm	Lorne Community House
Warrnambool	Tuesday 11 June, 6-8pm	Pavilion Café & Bar
Peterborough	Wednesday 12 June, 10am–12pm	Peterborough Community Hall
Port Campbell	Wednesday 12 June, 6-8pm	Surf Lifesaving Club
Timboon	Thursday 13 June, 6-8pm	Timboon & District Public Hall
Colac	Monday 17 June, 6:30-8:30pm	COPACC Civic Hall
Apollo Bay	Tuesday 18 June, 6-8pm	Apollo Bay Golf Club

Visitor engagement

Pop-up engagements were undertaken to invite visitors and bus tour operators to complete a survey that focussed on:

- attraction to Great Ocean Road
- visitor facilities, infrastructure and services
- visitor fees.

Table 3: Pop-up times, dates and locations

Town	Date and time	Location
Port Campbell	Saturday, 20 April, 10am-12pm	Port Campbell foreshore
12 Apostles	Saturday, 20 April, 1pm-3pm	Visitor carpark and information kiosk
Kennett River	Saturday, 20 April, 10-11am	Beach front and Kafe Koala
Wye River	Saturday, 20 April, 11am-12pm	Wye General Store
Anglesea	Sunday, 21 April, 1-3pm	Anglesea Farmers Market

Online engagement

Online engagement was hosted on the Victorian Government engagement platform engage.vic.gov.au with a specific page, survey and mapping tool dedicated to the Great Ocean Road project.

2.3 Engagement limitations

Outlined below are the limitations of the engagement process.

- There were high levels of participation in the engagement process from community members and stakeholders representing a range of different interests and locations. This provides a high level of confidence in the representativeness of issues covered; however, this cannot be considered a statistically valid sample.
- Some information included in this report may be factually incorrect or unfeasible. The information has not been validated as it is purely a summary of participants' opinions, ideas and feedback.
- Some participants raised concerns that were outside the scope of the discussions. These points have been noted but may be out of scope for consideration in this phase.
- The report presents the key points of discussion and includes a broad range of feedback expressed by participants. It provides an overview of participant sentiment but does not report on the sentiment of individual participants.
- Participants may have participated in engagement activities through more than one channel, and on more than one occasion. Reporting refers to the number of responses or the number of comments received rather than the number of participants.
- In some instances, participants did not answer all questions, this meant that some questions received fewer responses than others.
- There were some instances where participants made comments in relation to specific locations and others made comments that related to the Great Ocean Road as a whole. It was not always clear if some comments related to a specific location or applied to more than one location within the Great Ocean Road area.
- Participants who engaged face-to-face in the Surf Coast Shire also participated in engagement in relation to the declaration of the Surf Coast as a Distinctive Area and Landscape. Therefore, there was higher rates of participation from Surf Coast residents, and a focus on legislation that is not within the scope of the GOR project.

3 Participation

An overview of the overall levels of participation is outlined in Figure 2. Overview of engagement participation



Figure 2. Overview of engagement participation

Fifteen open house sessions were facilitated to engage with communities along the Great Ocean Road. All engagement activities were replicated online. Overall, there was a high level of engagement online through the online survey, through visiting a dedicated Engage Vic web page, and by dropping pins onto an online map.

Table 4 provides an overview of the number of participants for each engagement activity.

Table 4. Summary of who we heard from during the engagement

Engagement activity	Participation
Pop-ups intercept surveys and promotion	<ul style="list-style-type: none"> - 5 pop-ups - 148 surveys completed
Community open houses	<ul style="list-style-type: none"> - 15 open house sessions - 309 people signed-in¹ - 479 comments mapped
Online	<ul style="list-style-type: none"> - 3654 visitors online - 353 online surveys completed by 345 contributors - 11 comments mapped online by 7 contributors

¹ Actual attendance at open house sessions exceeded sign-ins, as not all participants signed in at events.

3.1 Event participation

A total of 428 people signed in at an open house event or completed an intercept survey. The break-down of attendees and participants at each event is outlined in Table 5.

Table 5: Number of attendees at each engagement event

	Location	Number of participants	
Open house	Apollo Bay	25	
	Aireys Inlet	24	
	Anglesea	21	
	Colac	4	
	Deans Marsh	1	
	Lorne	14	
	Peterborough	22	
	Port Campbell	22	
	Torquay (three events)		63
			31
			13
	Timboon	12	
	Warrnambool	5	
Wye River	23		
Intercept surveys	Anglesea	27	
	Port Campbell	36	
	Kennett River	17	
	Wye River	6	
	12 Apostles	62	

3.2 Where participants live

Participants who completed a visitor intercept survey and/or an online survey were asked to identify where they lived, by postcode or country. Participants responses are presented in Table 6.

Table 6: Where intercept survey and online survey participants live

	Intercept survey	Online survey
Australia	<p>120 total</p> <p>Victoria</p> <ul style="list-style-type: none"> - Greater Melbourne (61) - Regional Victoria (48) <p>Interstate</p> <ul style="list-style-type: none"> - New South Wales (5) - Queensland (2) - South Australia (3) - Tasmania (1) 	<p>353 total²</p> <p>Victoria</p> <ul style="list-style-type: none"> - Greater Melbourne (127) - Regional Victoria (213) <p>Interstate</p> <ul style="list-style-type: none"> - New South Wales (2)
Overseas participants	<p>26 total</p> <ul style="list-style-type: none"> - Belgium (1) - Brazil (1) - Canada (1) - Chile (1) - China (6) - Europe (1) - Germany (1) - Hong Kong (9) - New Zealand (1) - Philippines (1) - United States of America (1) - South Africa (1) - Singapore (1) 	<p>2 total</p> <ul style="list-style-type: none"> - England (1) - Sweden (1)

Participants who completed a visitor intercept survey, as well as participants who completed an online survey were asked to identify their connection to the Great Ocean Road (Figure 3). Participants were welcomed to select more than one response.

Participants who completed the visitor intercept survey predominantly identified as either an occasional or regular visitor to the GOR. Online participants presented more varied connections to the GOR across all options, with the most frequently identified connection being those who lived locally and those who were regular visitors.

² Nine intercept survey participants did not indicate where they lived

Many online participants cited a connection as ‘other’, commenting that they had family connections to the GOR, that they had lived in the area in the past, or were thinking about living in the area in the future.

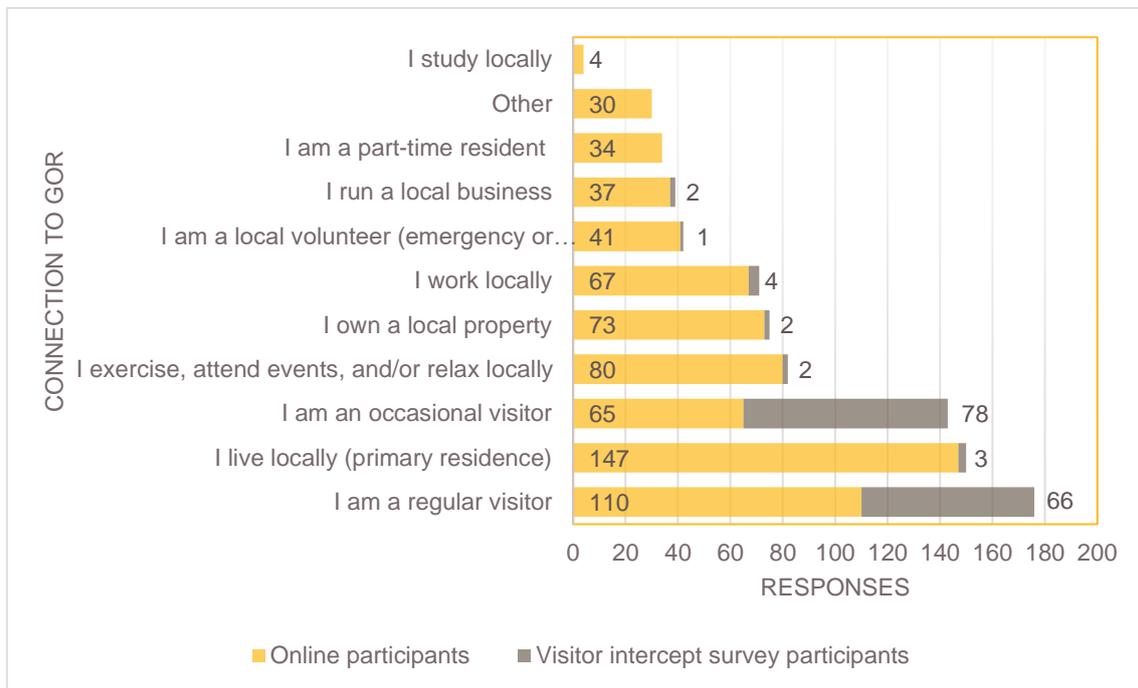


Figure 3: Online and visitor intercept survey participants' connection to GOR (N=846)

4 Engagement findings

Feedback was collected from participants through intercept surveys, open house sessions, online surveys, and online mapping. Engagement findings can be summarised as relating to:

- what is loved about the GOR areas and townships, and their surrounding landscapes
- threats to what is loved and means of protection
- how local communities can plan for and benefit from visitation
- planning for visitors
 - visitor perceptions of GOR
 - visitor facilities and infrastructure
 - long-term vision.

Each engagement method varied slightly in approach and question. Appendix A provides a guide to the engagement questions asked for each method and the section of the report where the responses are captured.

Please note that this section indicates numbers to show how many comments mentioned a particular value or theme; the number of comments does not represent the number of participants. Comments frequently included more than one theme, distinct idea, or suggestion, therefore the total number of comments per graph frequently exceeds the total number of responses. The graphs in sections 5.1 to 5.3 show the comments that were mentioned ten times or more under each key theme.

The qualitative sections following the graphs provide an overview of participants' comments on the themes that received the most feedback. Quotes are provided to further illustrate sentiment.

Some participants' comments refer to specific locations, however many comments relate to the whole of the Great Ocean Road area. Location-specific comments are located in Appendix B.

4.2 Valued areas, towns and surrounding landscapes

Online and open house event participants were asked, 'For each area or town you know well along the Great Ocean Road, please tell us what you love most about that area, or town, and the landscape it sits within? Please include the name of the location/town and give specific examples if possible.' Visitor intercept survey participants were asked, 'What made you choose to visit the Great Ocean Road?'. Participants at open house sessions were also asked to identify any threats to what they value.

Key ideas and messages

The most frequently noted value themes are identified in Figure 5. The key ideas and messages emerging from participant's responses to valued areas, towns and surrounding landscapes are:

- Natural landscapes are most valued, and environmental protection is of highest importance.
- Beaches are a valued natural environment, but also contribute to cultural and recreational value.
- Township characteristics are noted as different to each location, and valued for their bush and seaside settings, historic qualities, community and recreational value.
- Vegetation is valued for its environmental contribution, beauty, recreational and habitat value.
- Recreational values include walking, cycling, surfing and swimming as well as local arts, culture and events.

Responses included:

- 507 comments at open house sessions
- 320 comments online
- 10 mapped online pins
- 376 intercept survey responses
- 482 threat comments at open house sessions.

Location specific information on key values is located in Appendix B.

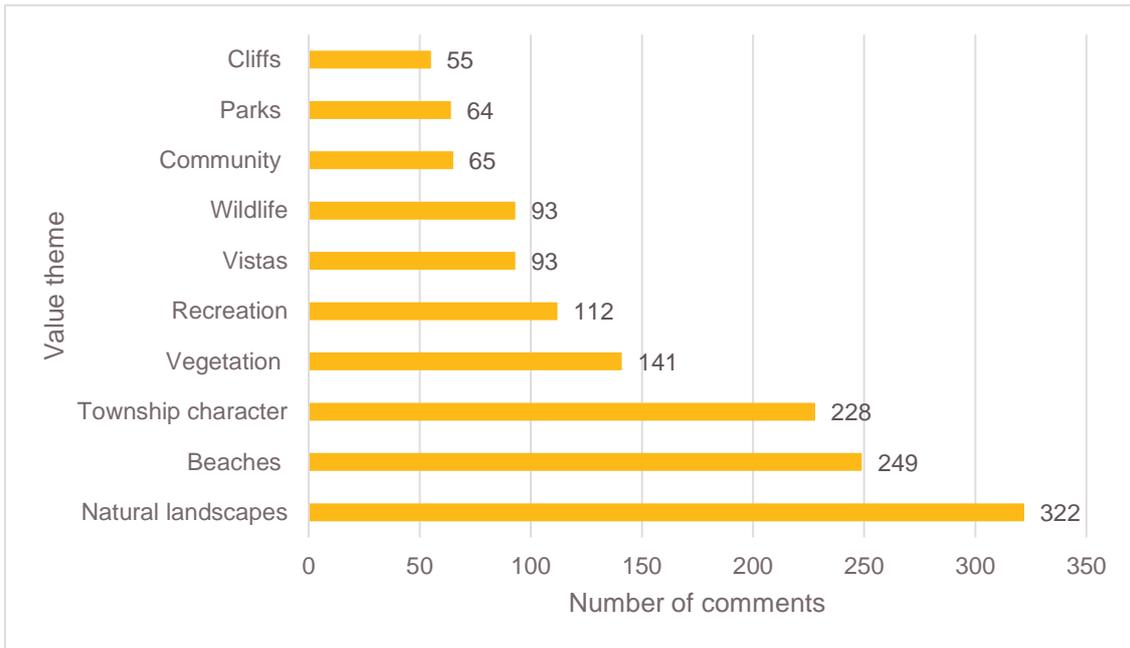


Figure 5: Participants’ values by key theme (N=838³)

Natural landscapes

Participants said that they most valued the natural landscapes of the Great Ocean Road. In the natural landscape’s category, participants said that they most valued:

- rolling hills
- bushland and hinterland
- large open spaces
- scenic beauty
- environmental values
- old growth trees
- rainforests
- national parks
- wildlife
- ecosystems, biodiversity and flora/fauna habitat
- clean waterways, including rivers, waterfalls and wetlands
- green breaks separating towns
- marine protected areas
- coastlines, coastal views and vistas
- cliffs
- geology.

The most commonly mentioned locations related to natural landscapes in Torquay, Apollo Bay, Lorne and Anglesea. Many participants referred to natural features unique to these locations (refer Appendix B).

³ N value represents the total number of participant comments collected by long answer question. A comment may have addressed and been coded with more than one theme. Therefore, the total number of comments by key theme may exceed the total number of comments.

Participants who attended an open house were also asked to identify any threats to the natural landscapes they valued. Participants noted:

- overdevelopment referring to housing developments, over population, larger buildings and removal of vegetation
- planning response and controls referring to higher density and the wrong type of development, removal of existing vegetation and trees, too much economic development changing farmland to residential, too stringent bush fire controls.
- tourism referring to over-tourism, tourism growth beyond capacity, increased rubbish and lack of toilets, unmanaged interaction with wildlife, consumption of water, use of firewood, and increased runoff, vehicle management, degradation of landscape, impact on agriculture.

“From Lorne to Apollo Bay and further towards the twelve apostles I love the national parks and their beauty. I love that you can get away from people and experience nature and it's wild places.”

“I love the scenery, coastal and adjoining forest landscapes, national parks and reserves, and incredible opportunities for nature experience and enjoyment. I love the coastal walking trails, forest and waterfall walks, and charming townships like Jan Juc, Anglesea, Aireys Inlet, Lorne, Wye River, Skenes, Creek, Apollo Bay, the Otways, Glenaire, Johanna, Port Campbell etc”

Beaches

Participants said that they valued the unique coastline and beaches of the Great Ocean Road and identified many beaches in their responses (refer Appendix B).

When discussing beaches many participants said they valued the surf and surfing, as well as swimming, boating and walking dogs, as well as the reef and rock fishing. Participants described the value of beaches as:

- safely accessible
- vast sandy areas
- pristine, peaceful and relaxed
- places for exploits and exploring
- isolated and deserted
- rock pools
- unspoilt
- sand dunes.

They noted that some beaches are known as the best and most natural beaches in the world. The range of different types of beaches available was noted as a positive feature, as well as the closeness of beaches to towns and nature.

Participants who attended an open house said that beaches were under threat from:

- over-tourism
 - tourists being too close to the coast and threatening the foreshore cliffs
 - dilapidated visitor infrastructure
 - overdevelopment to accommodate tourism, including infrastructure, accommodation, parking, and beach facilities
 - overcrowding on peak days
 - lack of enforcement and control of destructive behaviour

- planning response and controls
 - population growth exceeding capacity of existing amenities
 - lack of control of building heights and setback from foreshore.

“The spectacular and unique coast along Jan Juc and Torquay”

“Apollo Bay, fishing harbour and how you can stand on the beach and have the ocean view and the farming view. The local walks. Marengo, the reef, rock fishing. Cape Otway light house, the drive to it. The wildlife, and the great walks around the area.”

Township character

Participants identified township characteristics as being a great value of the Great Ocean Road region. Many felt that smaller towns allowed for more connected communities who have access to local cafes, shops, recreation, facilities and infrastructure but also easy access to enjoy the natural surrounds, the beaches, cliffs, national parks, rivers and wildlife all a short distance away.

They described valued township characteristics as:

- small
- coastal, beachy, seaside village
- set in natural bush setting or wilderness
- street trees and treed neighbourhoods
- rural feel
- low rise development
- local food culture and cafes
- arts culture
- shops
- theatres
- recreation and events
- peaceful
- cosy
- a retreat
- not suburban.

Participants also commented on the differences between the towns, each with their own characteristics.

“Each area has its own character, so it is a total experience you get when you travel the length of the road.”

“Aireys Inlet - I love the small-town feeling. No over development of services but with a couple of good cafes, store, pub, fuel available. Good walking tracks. Plenty of local events!”

“I love that Wye River is small and only has a shop and a pub. Being surrounded by trees is great, even though they shed a lot. Having Harrington Park nearby is great.”

Vegetation

Participants highly valued vegetation as an important quality of the GOR region. Participants frequently acknowledged the role of vegetation in providing important habitat for native and endangered animals, the contribution that unique plants and trees make to the area’s distinct scenery and beauty. Many participants highlighted that protecting vegetation was essential to maintaining the sense of untouched and pristine environments in the region.

Frequently noted vegetation characteristics include:

- forests and bushland
- hinterlands
- old growth and mature trees
- remnant vegetation
- biodiversity
- rare plant species
- indigenous flora
- coastal vegetation
- bush connection to townships
- bush connection to ocean and beaches
- recreational value
- temperate rainforests.

Participants who attended an open house said that vegetation is under threat from:

- housing development
- invasive species
- population and tourism growth
- increased infrastructure
- bushfire and clearing for bushfire control
- rubbish
- population growth.

Recreational value

Participants highly value the recreational value of the Great Ocean Road townships and surrounding landscapes.

Participants described valued recreational activities as:

- bush, clifftop and beach walks
- exploring
- mountain and road cycling
- swimming
- surfing
- camping
- fishing
- driving
- children's playgrounds
- meeting friends
- local shops
- markets
- art galleries
- restaurants, cafes, bars and pubs
- live music
- festivals
- relaxation.

Many participants also commented on the value of the drive and the road itself, noting cultural value and history. Participants also noted scenic drives through the Otways and hinterland.

Participants who attended an open house said that the recreation they value is predominantly under threat from overcrowding due to population and tourism growth.

“Anglesea and Apollo Bay... what I love most about all of them is that there is magnificent natural bushland”

“I love the feeling of wilderness and the unspoiled bush views from the GOR”

“Anglesea and Aireys Inlet - contained between the bush and the sea; the retention of the bush environment within the towns...”

Mapping of values, threats and means of protection

Participants who engaged at an open house session and online were able to map the location of what they valued. Participant comments were captured under four themed categories:

- Natural environments⁴
- Areas of economic prosperity
- Cultural and heritage value
- Township character.

Figure 6 through Figure 8 present participants' comments as mapped by theme. Maps for each separate theme are located in Appendix C.

⁴ Open house participants also submitted comments under landscapes and scenic views, to align with the DAL project criteria. For the purpose of this report, these comments have been captured as 'Natural environments':

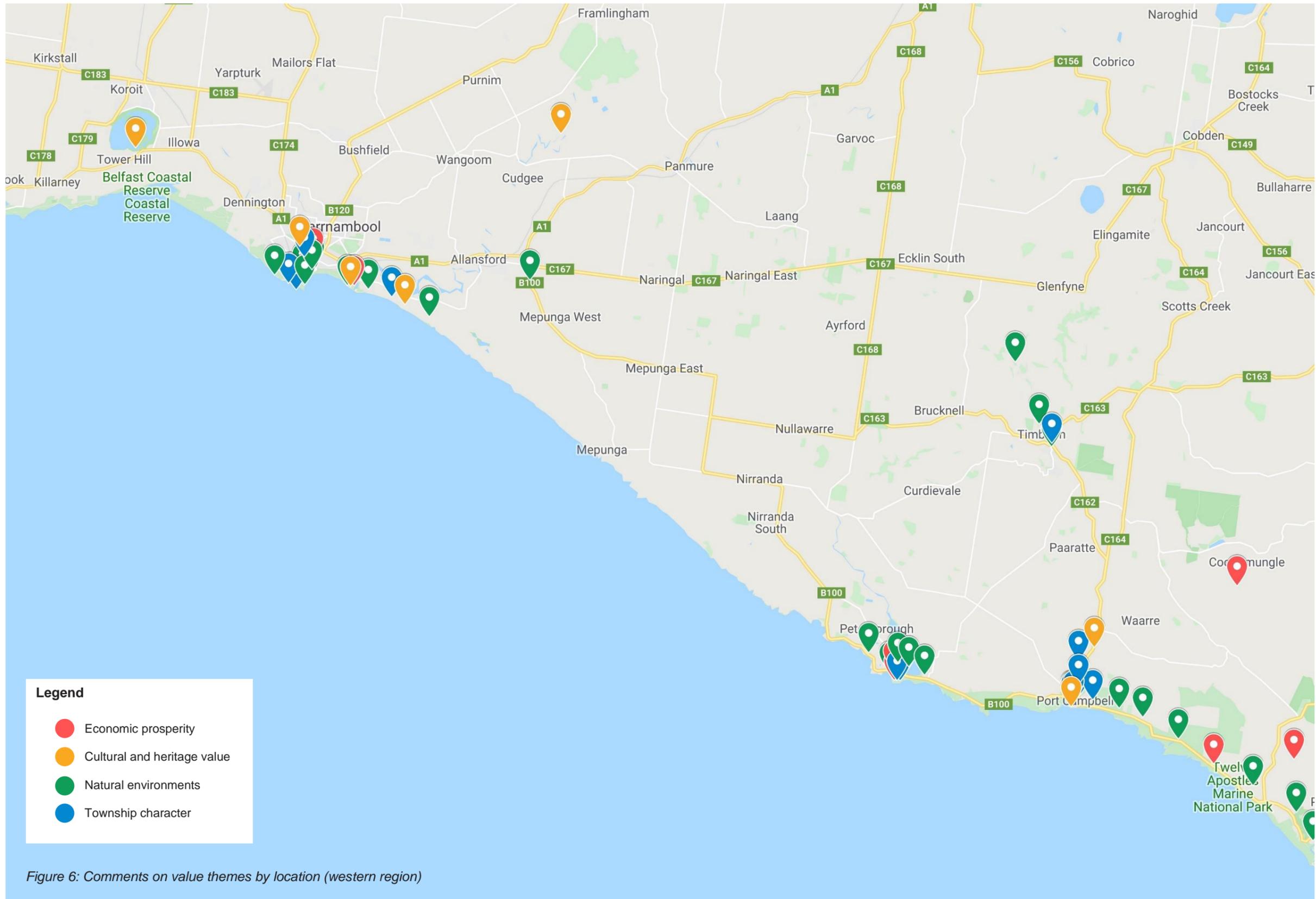
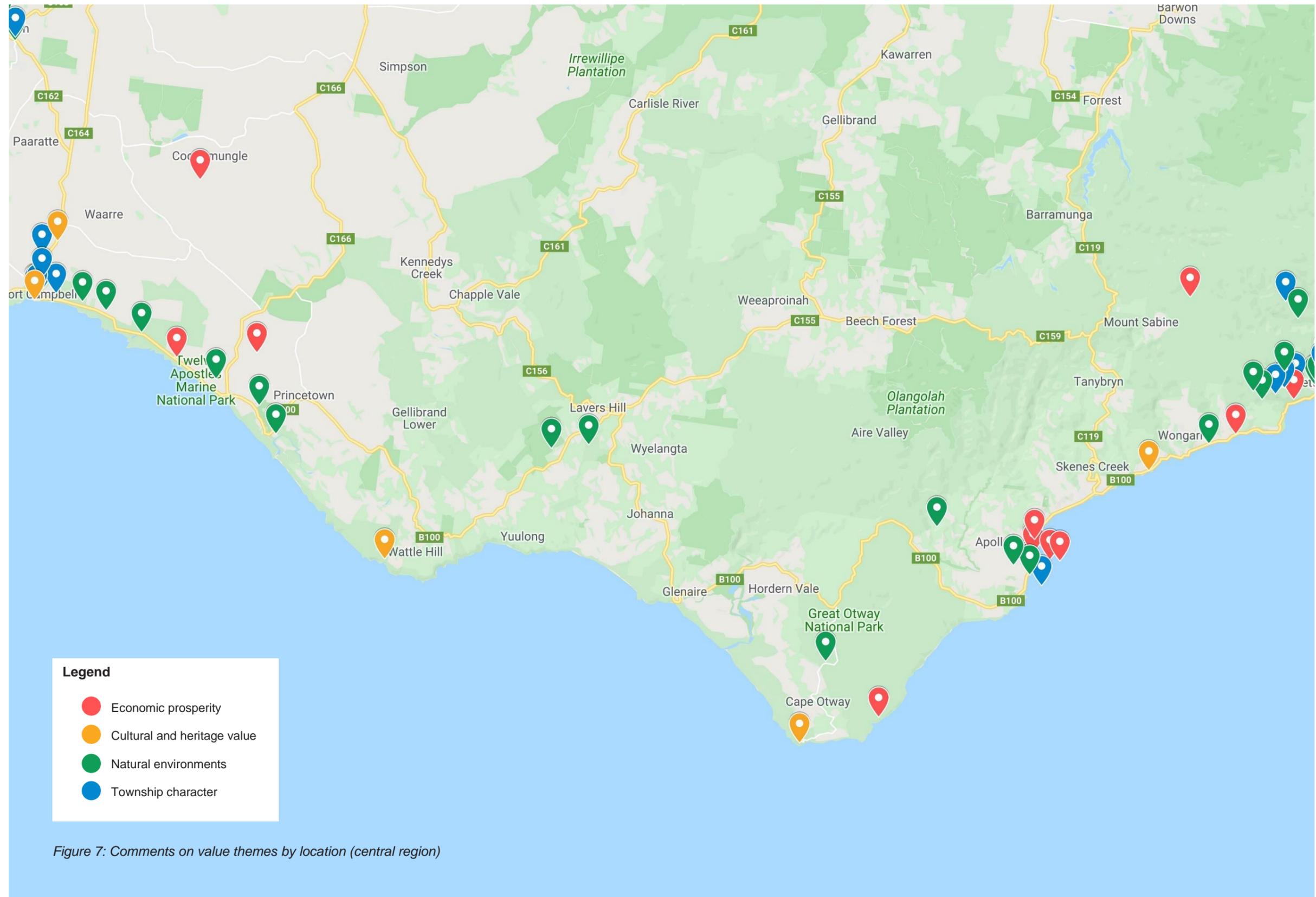


Figure 6: Comments on value themes by location (western region)



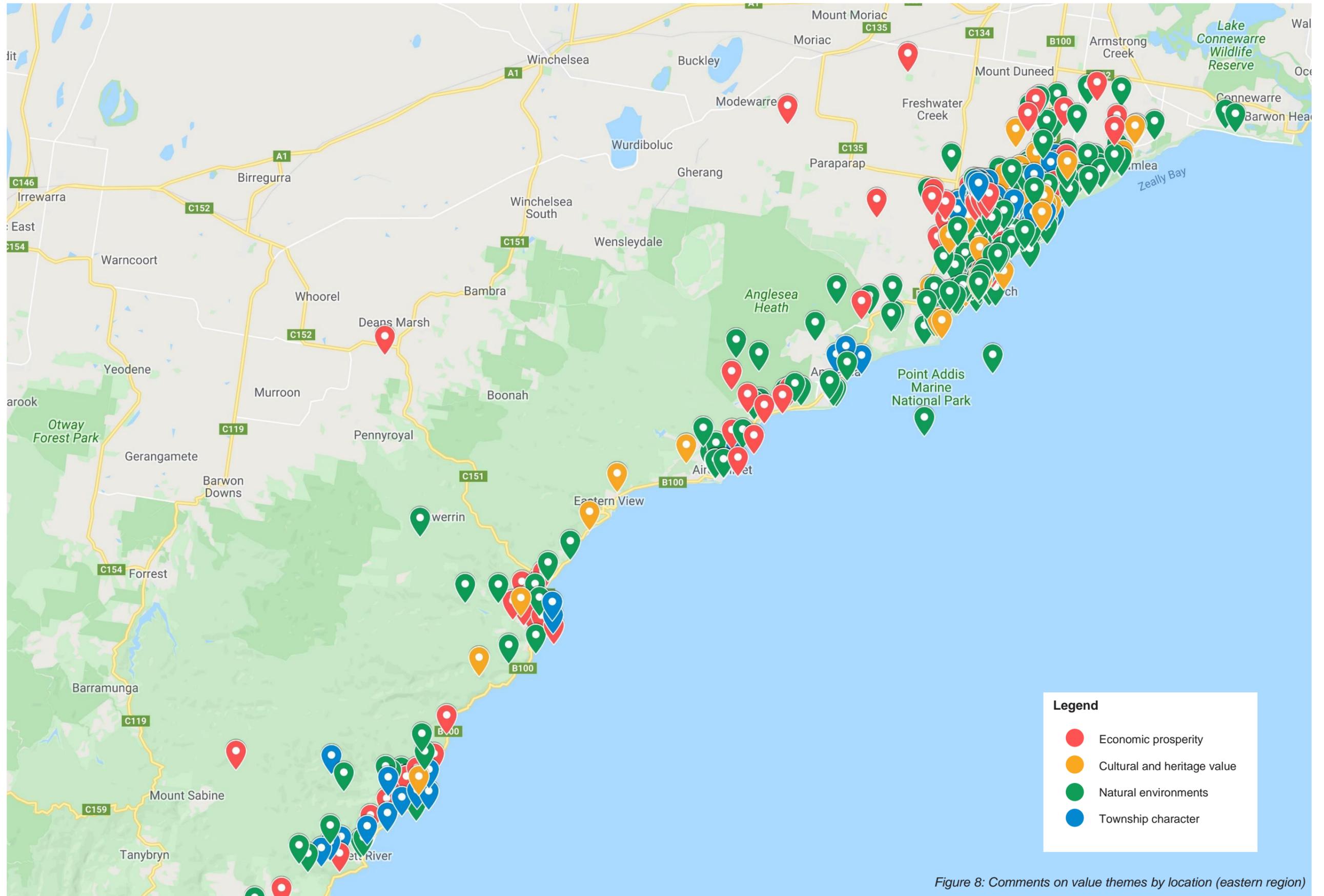


Figure 8: Comments on value themes by location (eastern region)

4.3 Better protection of valued areas, towns and landscapes

Participants were asked, ‘Do you have any suggestions on how to better protect the things you love? Please identify the specific location(s) that your response applies to.’ Participants made suggestions about how valued areas, towns and landscapes can be better protected.

Key ideas and messages

The most frequently noted protection themes are identified in Figure 9. The key ideas and messages emerging from the community engagement as related to means of protection include:

- Value and protect the environment first and have a clear vision that aligns with protection of the environment.
- Create planning controls that prioritises environmental protection, with emphasis on implementing permanent township boundaries, encouraging environmentally sensitive designs and preserving vegetation.
- Value local knowledge and allow local participation in protection of valued areas.
- Improve management of visitor impacts through better visitor education and improved facilities and infrastructure, such as cycling and walking trails and waste management infrastructure.

Responses included:

- 478 comments at open house sessions
- 316 comments online.

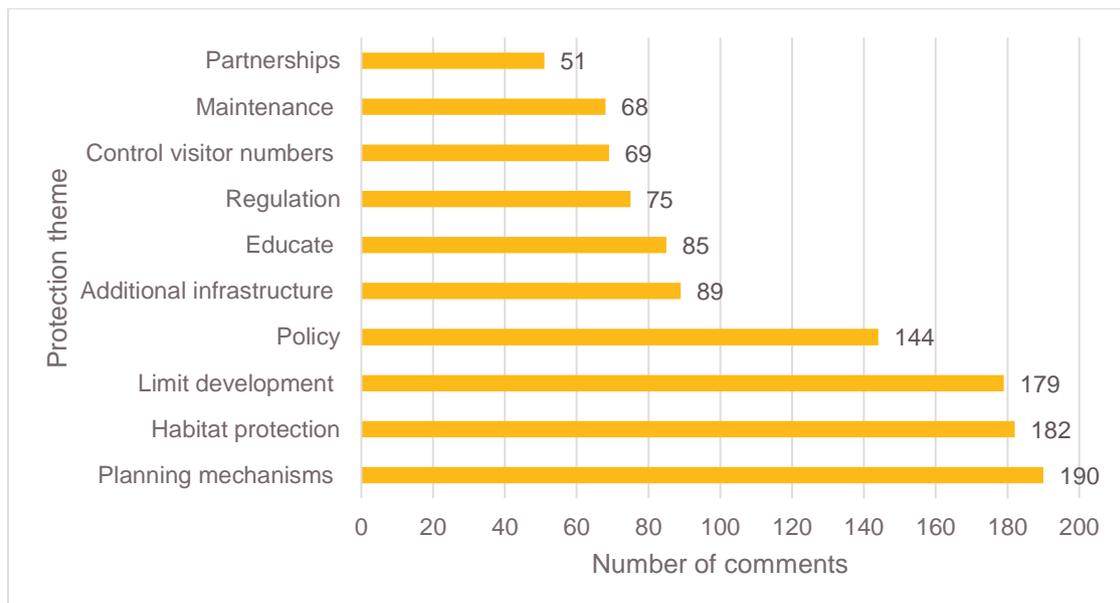


Figure 9: Means of protection by theme (N=794)

Planning mechanisms

Participants frequently cited limiting development as a means to protect what people valued about the GOR and its landscapes. Most of these comments identified the critical role of planning mechanisms in facilitating appropriate levels of development. Participants highlighted a general need for more planning controls and/or stricter enforcement to achieve this. The implementation of stronger or permanent township boundaries along the Great Ocean Road was a commonly suggested planning mechanisms identified to limit development. Participants emphasised that the implementation of permanent township boundaries should align with the vision and character of townships to minimise impact and encroachment on natural landscapes.

Limiting scale and density of development, as well as the importance of good quality and appropriate building designs were also commonly cited in participant comments, with specific suggestions including:

- greater building setbacks
- density and heights that reflect the character of existing townships
- allowances for onsite provision of native vegetation
- protection of view lines
- reduced subdivision of existing residential lots
- building designs that reflect the existing township characters
- use of materials and designs that minimise impact on the environment.

'We need town boundaries that respond to community values and expectation'

'Stricture planning controls to limit height, density and provision of open space around buildings'

'Stop any buildings outside of town boundaries, including the Eden Project. Our road and environment, and community spirit, cannot handle something on such a large scale'

'Ensure planning rules maintain a light environmental footprint'

Improved environmental management

Participants identified improved environmental management as an important component of ensuring the GOR and its landscapes experience long-term protection. Participants' comments revealed a strong desire to see the natural environment prioritised over economic and tourism values. Participants often discussed the importance of identifying high value natural areas to ensure their continual protection, and the need to take a more active approach to the management of visitor numbers to limit the impacts people have on the natural environments. Improved management of coastal and foreshore areas was a focus for some participants to reduce erosion and protect marine and coastal habitats. Participants also identified the opportunities to preserve and increase vegetation by restricting vegetation clearing of private properties and the creation of buffer zones between developments. These were described as ways to increase the provision of natural habitats and to protect and provide wildlife corridors.

Participants presented specific ideas around how to manage and preserve highly valued and sensitive environments and sites, including:

- managing access by visitors to important natural areas
- limiting the overall number of visitors
- appropriate design and provision of infrastructure to minimise impacts of visitation on the environment e.g. toilets, waste facilities, boardwalks etc.
- improved pest and weed control
- better waste and pollution management
- heritage listing high value trees
- national parks, conservation area recognition and gazetted river reserves
- utilising water sensitive design
- building understanding around the impacts of dredging and limiting its use
- controlling access to dunes
- limiting foreshore parking
- restricting commercial use on foreshore areas.

'Limit and manage visitation in sustainable ways – charge fees for access to sites to be reinvested; develop shuttles like US national parks to reduce congestion and control numbers; improve facilities for visitors while investing in biodiversity and conservation. If we don't the golden good will be cooked within a decade.'

'Create alternative living in landscapes areas increasing run off into the creek to foster life instead of fields filled with serrated tussock.'

'Scrupulously preserving all important nature sites. Give bush higher status. Once it's gone it's gone.'

Additional infrastructure

Providing additional infrastructure was a common theme raised in the suggestions for protecting what people love about the Great Ocean Road. Participants frequently called for better provision of infrastructure for pedestrian and cyclists, as well as infrastructure to support better waste management. Comments referring to the issue of waste often related to visitor numbers and the impacts large busloads of people have on waste management. Overarching messages from participants around infrastructure included:

- improved footpaths and road crossings for pedestrians, particularly in townships
- separated cycling paths along the Great Ocean Road
- improved and extended off-road cycling and walking tracks
- generally encouraging more active transport to reduce impacts from cars and buses
- more bins
- regular rubbish clean-ups
- more toilets and shower facilities.

Further engagement questions sought to understand visitor facility needs. These are reported on in section 5.4.

'Along the Anglesea River there is constantly four buses stopping and leaving truckloads of rubbish that blows into the river and ocean. There needs to be more rubbish bins and stricter/rules/penalties for people who litter.'

'Please build the Skenes Creek to Apollo Bay walking trail/path. I run along it every week and it is very scary when a passing tourist motorist barely brushes past you as they are more interested in looking at the view rather than me on the road.'

Education

Education was often suggested by participants as a core protection measure, noting that the impacts of visitation might be lessened if visitors were better educated. Participants suggested particular areas of focus, including:

- more visitor education on environmental protection, in particular sensitive environments
- education about the impacts of waste
- more information on Traditional Owner history and sacred sites, post-contact history and areas of cultural significance
- more and improved visitor signage.

Some commented that education about safety could be better promoted to visitors through media and advertising, whilst others suggested that international drivers should be required to pass a road test. Other participants proposed educating tourists about caring for the land with a hands-on approach, by inviting people to participate in land care activities, such as weeding and planting.

Education was also a strong theme that came through in the engagement about planning for visitors. For more detailed about visitor information and signage, please refer to section 5.4 below.

"We need to promotion an indigenous interpretation of the history & stories of the GOR, create opportunities to learn from our traditional owners, and increase signage for indigenous stories at the sites"

"Encouraging place education. Reveal unusual and preserved landscapes that are an example of how the Otways use to be ie. The few last spots with old growth"

"More education around using the national parks and how to protect them and the local fauna and flora (especially for tourists)"

Stronger policy positions

Participants regularly suggested new or improved policy approaches to better protect valued qualities of the GOR and its landscapes. Participants also expressed concerns about the proposed change in management structure in Great Ocean Road Action Plan. These views are summarised below:

- Concerns were expressed about the new proposed authority and the affect management changes will have on Parks Victoria and the protection of important environmental assets more broadly. Participants often advocated more funding for the organisation instead of a perceived wholesale change to management.

- Stronger environmental policies are needed to minimise impact on the environment, such as through a transition to renewable energy, promotion of environmentally sustainable design and the use of local and more sustainable building materials.
- A clear vision of townships should guide development decisions, with these visions developed and lead by local community (see section 5.7 of this report).
- Implement additional policies to support local communities with cost of living pressures, such as through affordable accommodation for workshops, improving local employment opportunities and access to education and training.

“Ensure that the national park stays in Parks Victoria’s management and that funding is provided to better manage the tourism/environmental balance. We still need access to simple nature-based reasons such as walking mountain biking etc. but this needs better facilities so an authority with the ability to make strategic focused decisions to enable funding to be gained and delivered into the areas that most need it regardless of who manages the land is needed. We still need a park management focus on the national park through.”

‘Declaring a climate emergency on a council level and ensuring all steps and policies take into consideration reducing our footprint.’

4.4 Planning for visitors

To understand the impacts of visitation to Great Ocean Road, a series of questions were posed through face-to-face engagement at open house events as well as via the online survey. An additional visitor intercept survey was undertaken which specifically targeted visitors and tourist bus drivers at five pop-up locations along the Great Ocean Road.

Key ideas and messages

The key ideas and messages emerging from the community engagement as related to planning for visitors are:

- Participants identified that when travelling to and around GOR they were most likely to be self-driven, visit multiple destinations in the region and stay for at least one night or more compared to single day trips.
- Most participants identified the scenic views of Great Ocean Road as the main attraction for visitation.
- Participants made many suggestions to ways local communities could better thrive and benefit from visitation, with ideas focused around ways to encourage greater visitation during off-season time, improving accommodation options, more extensive advertising for the region and more food and beverage options to attract longer stays and spending in local townships.
- Participants were divided on whether they supported a visitor fee or contribution. If a fee were to be established, participants identified national parks, roads and tourist sites as the top three preferred visitor facilities to receive additional funding.

- Participants identified a wide range of additional facilities, infrastructure and services to enhance the visitor experience focusing on cycling, walking, parking and traffic, road maintenance, food services, rubbish bins and strategies to improve safety.

How visitors travel

Visitors were asked, “What best describes your method of travel during this visit?”. Participants indicated that they were far more likely to have self-driven (n=129) than travelled by large tour bus (n=11) or small coach style bus (n=8). Participants who travelled by bus were slightly more likely to be overseas visitors (n=10) than from Australia (n=7).

Visitors were asked, ‘Are you visiting multiple places along the Great Ocean Road during this visit?’. Visitors indicated that they were more likely to be making multiple stops along GOR (n=98) than to stay in one location (n=50). Participants were also more likely to be staying in the region for one or more nights (n=89) than making a return day trip (n=42) (Figure 10).

Visitors who engaged at 12 Apostles were most likely to be making a one-day return trip to Melbourne, in comparison to visitors who engaged at other pop-up locations. They were also more likely to indicate that they were making a few stops along the GOR than in other locations. Participants who engaged in Port Campbell and Anglesea were more likely to be staying in just that location.

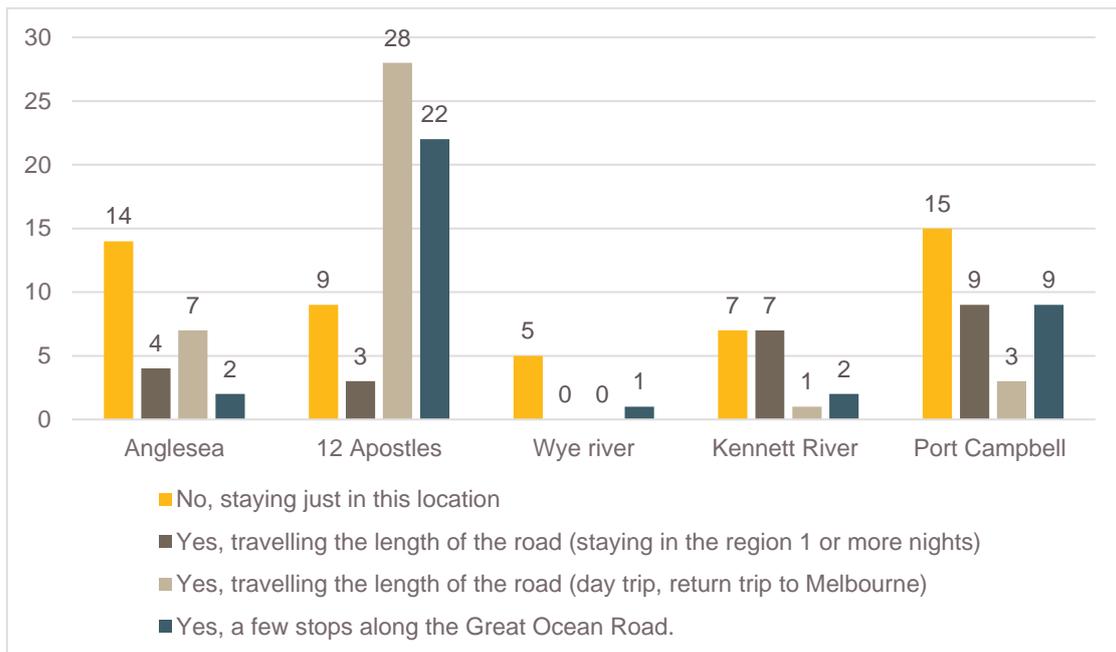


Figure 10: Visitor stops and stays (N=148)

Visitors were asked, “If you've made multiple stops along the road, where?”. A total of 47 visitors responded to the question, with most common responses being:

- 12 Apostles (n=10)
- Lorne (n=13)
- Port Campbell (n=8).
- Anglesea (n=10)
- Kennett River (n=3)
- Apollo Bay (n=5)

What attracts people to the Great Ocean Road

Visitors were asked, “What made you choose to visit the Great Ocean Road?”. Visitors indicated that they were most likely to identify scenic views as what attracted them to visit GOR (Figure 11). Visitors who engaged in Port Campbell and 12 Apostles were more likely to identify scenic views and landmarks as what attracted them to visit. Participants in Kennett River and Wye River were more likely to identify the sea and beaches as their main attractions. Participants who engaged in Anglesea were more likely to respond that they were visiting family or attending a local event.

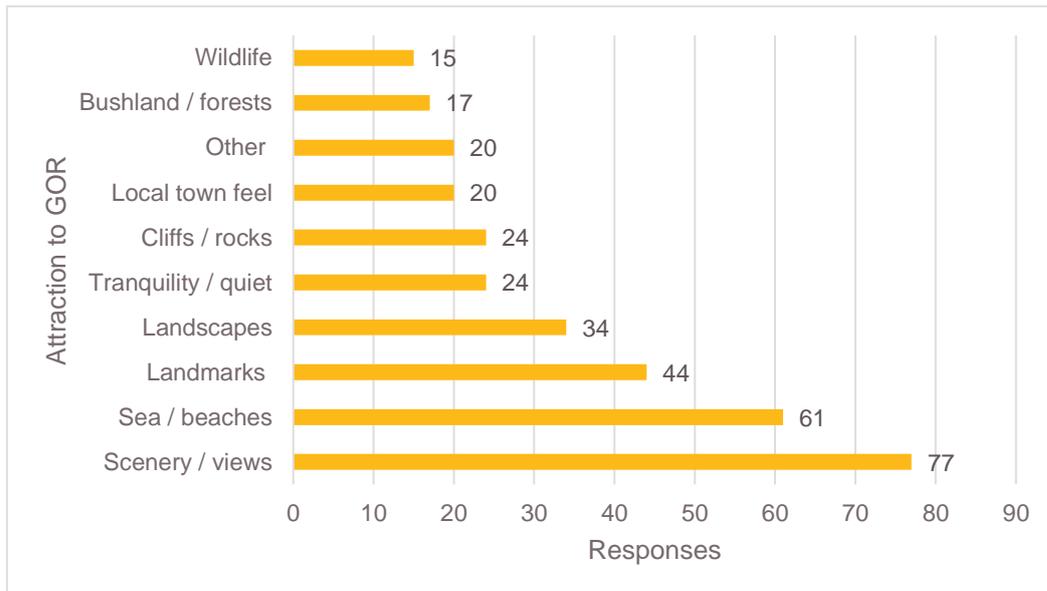


Figure 11: Visitor attraction to GOR (N=336)

How local communities thrive and benefit from visitation

Open house and online participants were asked, “What do you think we need to do to make sure local communities thrive and benefit from visitation to the Great Ocean Road? Please include the specific location(s) that is/are the focus of your response.” Some participants interpreted the question as what is needed to support local communities more generally, citing the need for improved communication technologies, and social services such as education, aged care, and medical facilities. Few participants responded to the question in a way that provided clarity on how they might benefit from tourism, with many comments made on the impacts of increasing tourism being felt by residents, and the need for additional infrastructure to help manage the impacts of visitation. These themes have been reported on in section 5.3 (Protection), as well as in the discussion of ‘Visitor facilities’ summarised below.

Participants identified potential means that local communities could benefit from visitation which is summarised in Table 7.

Table 7: How local communities benefit from tourism

Theme	How local communities can benefit
Extending the season and location of stay	<ul style="list-style-type: none"> • extending the time of day, week, season, and areas that visitors commonly visit • promoting winter stays • hosting festivals in spring and autumn rather than peak season • promoting overnight stays over day trips • encouraging stops in multiple locations • encouraging visits to lesser known places off the main road, particularly in the hinterland⁵ • extending the drive to Port Fairy or Portland.
Increasing spend per stay	<ul style="list-style-type: none"> • increasing the length of stay • improving food offerings and lengthening restaurant opening hours • encourage buses to contribute to frequent local restaurants rather than offering a packed lunch • prevent food and beverage offerings at tourist destinations which detract from purchases made in towns.
Increasing promotion	<ul style="list-style-type: none"> • tourism promotion through media and advertising campaigns • unique offerings of each town, including smaller towns along the GOR and in the surrounding areas • local businesses • smaller festivals.
Improving and adding attractions and activities ⁶	<ul style="list-style-type: none"> • guided nature tours • long-distance guided cycling packages • mountain bike tracks • artisans and local food tourism • the proposed Eden Project.
Accommodation	<ul style="list-style-type: none"> • increased capacity in peak season • ensure affordable accommodation and campgrounds remain on offer • encourage high-end accommodation • encourage small accommodations such as bed and breakfasts, Airbnb's and guest houses which produce more local profit than resort-style accommodation • increased affordable accommodation available for local community and seasonal workers.
Visitor fees	<ul style="list-style-type: none"> • car parking (in towns and at attractions) • road tolls for visitors, with exemptions for locals or Victorians • additional tolls for buses • access to national parks

⁵ Some participants highlighted that people in areas which are currently not heavily toured may be resistant to welcoming visitors.

⁶ Participants noted that any new attractions should be sustainable, and not developed within national parks.

Business and employment opportunities	<ul style="list-style-type: none"> • visitation in the form of a tourist tax or day passes • and entrance fees for key attractions such as 12 Apostles.
	<ul style="list-style-type: none"> • encouraging local over large-scale chain businesses • improving quality of tourism offerings • offering grants for small businesses and local artisans • some concern about growth in low-paid service sector jobs.

“Excellent touring maps or route guides/suggestions allowing unfamiliar tourists to plan. Particularly around visiting lesser known places/ attractions while providing suggested itinerary. Many people I’ve advised think you simply drive the road and look at the scenery and are often surprised that there is enough for many days travel/walks and exploring once you meander off the GOR.”

“Have tourist bus companies pay a levy to contribute to the cost of the overuse of local facilities as they travel down the ocean road.”

“Stop promoting the GOR as a one-day experience and start promoting it as a multi-day tour... Stop building additional infrastructure because bus tour companies and Melbourne hotels continue to plug 1-day tours all leaving at the same time”

Visitor fees

To understand whether visitors would accept paying fees for infrastructure and services, intercept survey participants were asked, ‘Are you prepared to pay a fee for the tourism facilities and experiences along the Great Ocean Road?’ Are there specific facilities that you would be prepared to pay for?’

A total of 147 visitors responded to the question, with 57 responding yes, 51 responding no, and 39 responded other. Regular visitors were slightly more likely to respond no (n=25) than yes (n=21). First time visitors and tourists were more likely to answer yes (n=22) than no (n=15). Some visitors on bus tours stated that they felt they had already paid a fee in the cost of the travel.

Most participants who responded ‘other’ wanted some confirmation of what fees would apply to or added a conditional yes on money being invested into local conservation projects and the amount being a gold coin, less than \$5, or \$5-10.

Visitors were asked to specify from a defined list, 'Are there specific facilities that you would be prepared to pay for?'. The results are illustrated in

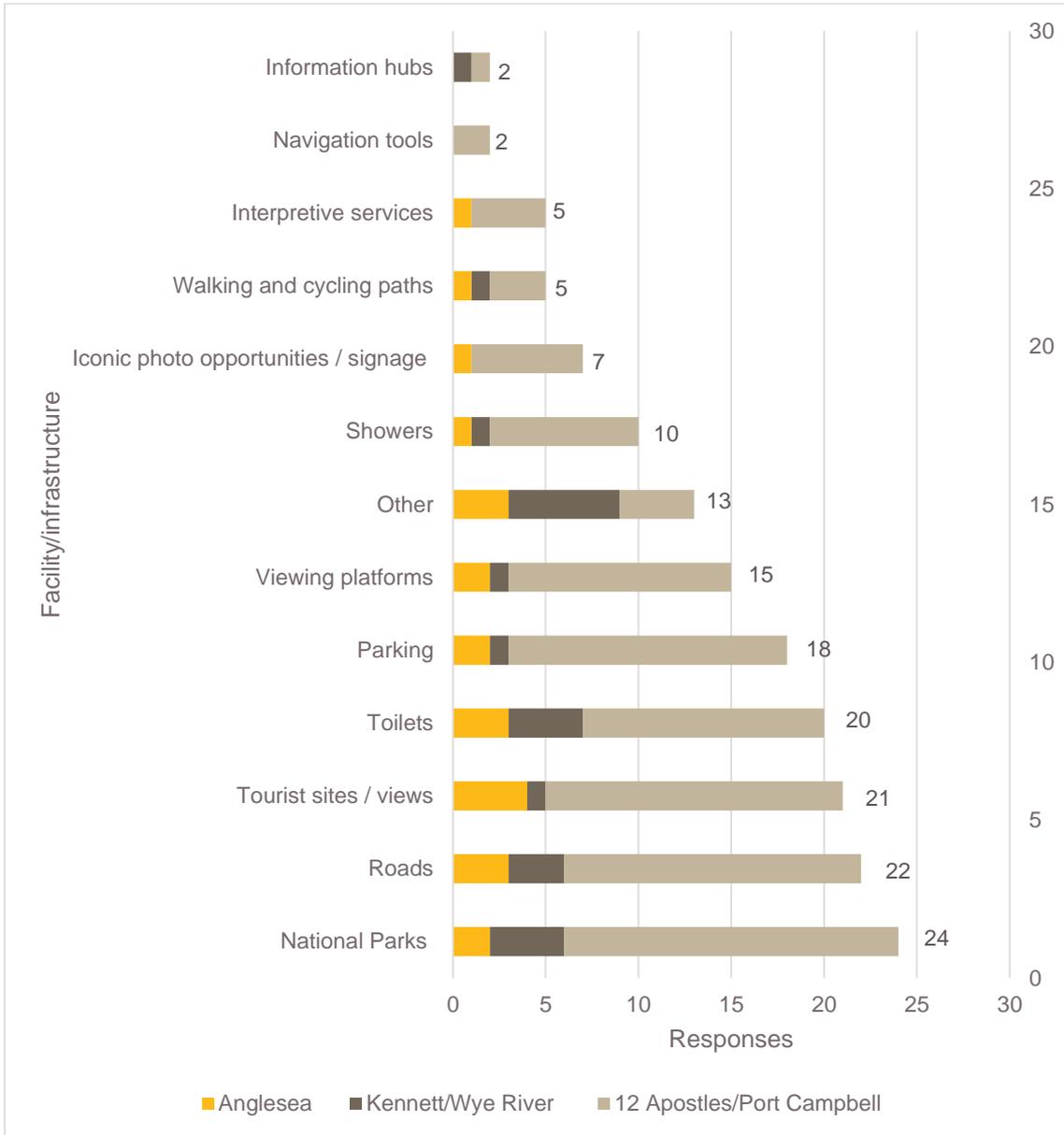


Figure 12 by location below.

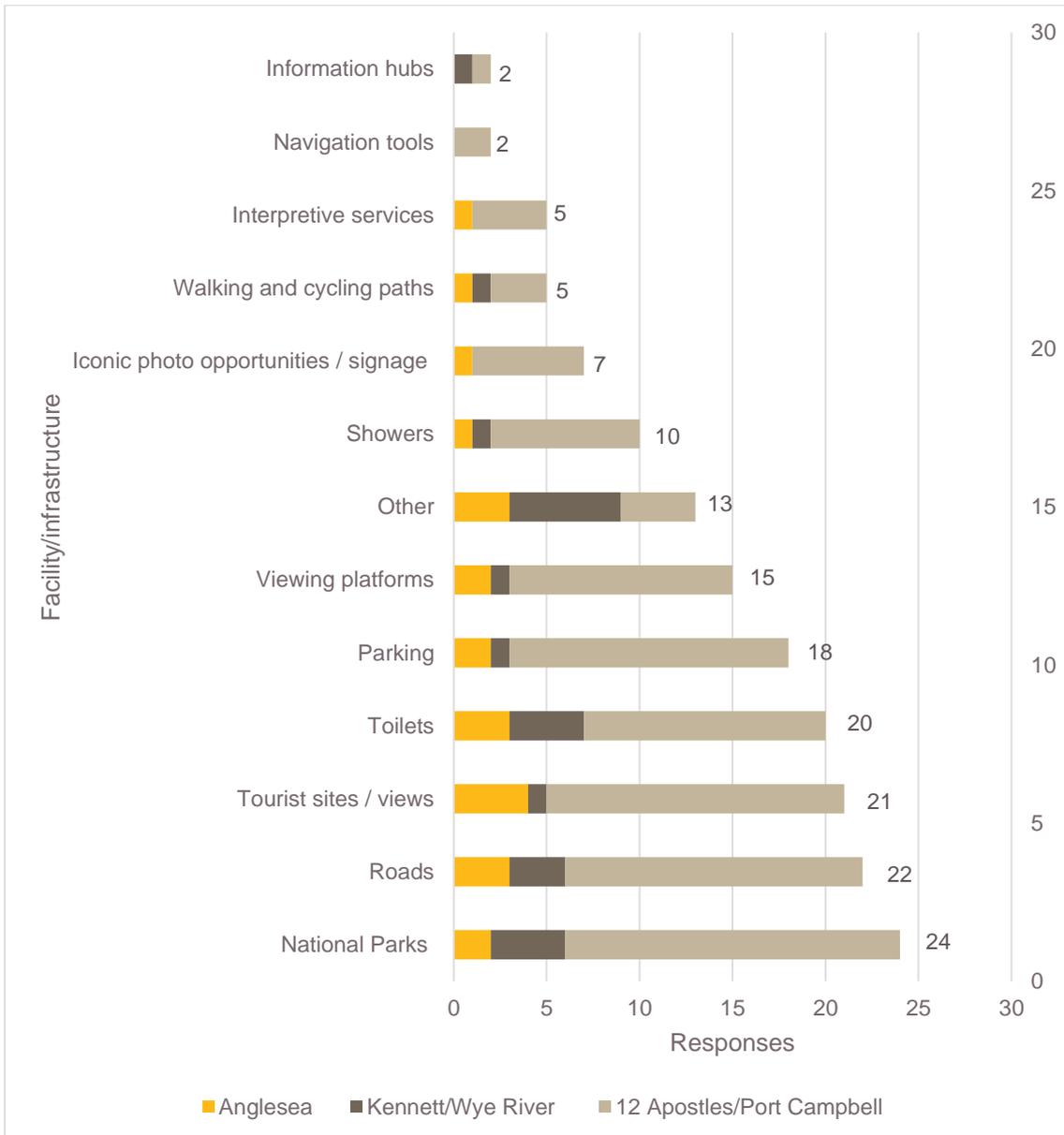


Figure 12: Preferred visitor facilities for fees by location (N=164)

Visitors in 12 Apostles and Port Campbell were more likely to show willingness to pay for parking, tourist sites and viewing platforms, and slightly less willing to pay for toilets than visitors in other locations.

Visitors who responded 'other' suggested that they would be willing to pay a general tourist fee, a camping fee for government run sites, and visits to historical sites.

Visitor facilities

Online and open house participants were asked "What additional facilities, infrastructure and services do you think are required to provide a great experience for visitors to the Great Ocean

Road? Please also include recommended location(s), either along the Great Ocean Road or broader region.” Great Ocean Road visitors were also asked to choose from a defined list of facilities, infrastructure and services, ‘Along the Great Ocean Road, what is needed to provide a better visitor experience?’, ‘What is the one most important thing/element?’ and ‘Where, along the Great Ocean Road, are these improvements or facilities needed?’⁷.

Many open house and online participants cited that more facilities should be provided in existing townships, and not extended to service people in more natural areas. This was cited both in terms of protecting the natural environment, as well as ensuring that existing townships benefit most from visitation. Similarly, some visitor intercept survey participants suggested that the Great Ocean Road should not be overdeveloped or commercialised.

Participant’s responses are summarised in Table 8. References to specific locations for visitor facilities are summarised in Appendix B.

Table 8: Visitor facilities

Visitor Facilities	Summaries
Toilets	<ul style="list-style-type: none"> • This was the most commonly cited additional infrastructure needs across all engagement participants. (162 comments) • Lack of toilets and poor maintenance leads to people relieving themselves along the road. • There is a need for more toilets near iconic sights, however toilets should be away from views. • Toilet blocks should be best placed inland, and away from beaches and sensitive waterways.
Walking trails	<ul style="list-style-type: none"> • These were more highly valued by open house and online participants than by people who participated in the visitor intercept survey. • Increase walking and cycling tracks in and between towns to help improve traffic congestion. <p>Other suggestions included:</p> <ul style="list-style-type: none"> • a ‘park and walk’ system to key attractions • improved way finding and trail markers, particularly where walkers might need to make a road crossing • more short distance walks and looped trails • guided walking tours to provide information on the natural environment and/or Aboriginal heritage • sealed footpaths to improve access for people of all abilities • walking paths with information about where to view animals • trails on the inland side of the road • improved walk paths to connect with public transport options • short distance walks and trail loops • prioritisation of environmentally sensitive design to mitigate environmental impacts of increased walking.

⁷ Visitor intercept survey participants had difficulty answering this question, particularly if their experience of GOR was undertaken via bus tour, or if they had limited local geographical knowledge of the area.

<p>Traffic, parking and road maintenance</p>	<p><i>“Apollo Bay for instance could benefit from more interactive sightseeing whereby they are guided along specific pathways & introduced to the fragility of the earth & of the birds & animals.”</i></p>
	<ul style="list-style-type: none"> • All participants expressed that improvements to parking and traffic management were required. • Open house and online participants were more likely to emphasise the need for car parking. (n=75) • Visitors were slightly more likely to emphasise the need for traffic management (n=25)⁸ • Visitor participants were more likely to comment on road congestion and the need for traffic management (by people) around visitor sites. • Open house and online participants were more focussed on permanent infrastructure and regulation such as speed and road safety, road maintenance, signage, slip lanes and pull offs, and car and bus parking. • Open house and online survey participants, as well as visitors raised traffic management problems around tourist attractions and popular beach stops. • Local residents discussed traffic management in greater detail due to having greater familiarity with local roads. <p>Congestion</p> <ul style="list-style-type: none"> • Road congestion was a key issue in towns. • More passing lanes are needed on Geelong - Anglesea road. • There is a need for more roads to get in and out of the towns, particularly in Anglesea and Lorne. • Town bypasses were suggested, such as a road from Geelong to Anglesea, or a direct route to Lorne. • Reduce congestion by discouraging one-day visits in favour of overnight stays. • There is a need for overall traffic reduction, by means of restricting visitation. • Tourist vehicles and buses should incur a levy to help fund road maintenance, however participants suggested that a fee waiver be provided to local residents or Victorians. <p>Buses</p> <ul style="list-style-type: none"> • Better controls and regulation of bus movements were suggested e.g. encouraging buses destined for 12 Apostles to use inland roads if they are not stopping in towns. • Encourage buses to stop in towns to deliver economic gains in local communities. • Stagger bus loads or reduce short trips or day trips that limit congestion in periods of peak visitation. • Encourage longer visits which might result in less traffic and more dollars spent locally per tourist. • Some perceived buses as ‘heavy use’, causing more damage to roads. • Some argued that buses were a more sustainable and less congestive mode of transport than visitors in individual cars if the roads and towns had adequate infrastructure (i.e. parking, toilets, accommodation) to support their use. <p>Road safety and parking</p> <ul style="list-style-type: none"> • Road safety was a key concern of participants. (15 comments)

⁸ Visitor intercept surveys were undertaken on a weekend of very high visitation and road traffic, which may have amplified this result.

	<ul style="list-style-type: none"> • Improve speed controls, driver education for overseas drivers and multilingual road signage. • Concerns were raised on the risk that road congestion has on days of high fire-risk. • Increase maintenance along the length of the Great Ocean Road (participants noted some works were already underway). • Increase maintenance to inland connecting roads. • Improve passing lanes, slip lanes, guard rails, and reduced speed limits. • Improve car and bus parking management in towns, near beaches and at key tourist attractions. • Introduce parking fees in town and at tourist viewpoints. • Ensure real-time updates to parking availability. • Relocate parking to outside of town and provide town access by shuttle bus and walking tracks. • Locate additional car parking away from sensitive areas and don't prioritise over nature. <p><i>"The Ocean rd between Jan Juc and Lorne is on its way to becoming a disaster. Too much tourism spoils the environment. It's being loved to death. You have to reduce vehicle traffic."</i></p> <p><i>"Please ensure drivers receive any driving lessons to better drive on rural and winding roads; teach them to use pull out areas or lanes to allow local residents and workers through!!"</i></p>
<p>Cycling infrastructure</p>	<ul style="list-style-type: none"> • Cycling infrastructure was more commonly referenced by open house and online participants than visitors, with few visitors expressing interest in cycling. • Open house and online participants commented on the pressures of mixed transport uses and traffic congestion. • Cycling paths were suggested to reduce traffic congestion in and in between towns. • Extra signage as part of wider infrastructure provisions are needed to protect cyclists when sharing the road with other road users. • Promote commuter cycling, touring, mountain biking and family friendly cycling paths. • Provide more long distance full-service guided tour options. • Some participants expressed opposition to mountain biking or suggested mountain bike tracks should be separated from walking tracks. • Cycling paths should not be developed in environmentally sensitive areas. <p><i>"The GOR is a bit of a cycling mecca for recreational and semi-professional cyclists - it brings low impact tourism which is generally also high spending."</i></p> <p><i>"Cyclist safety needs to be taken into consideration in catering for the increased tourism numbers and particularly buses."</i></p> <p><i>"The walking and mountain bike project between Torquay and Apollo Bay is a great idea and builds on the great investment in the high country which is now benefiting from the growing cycle tourism market"</i></p>

<p>Safety</p>	<ul style="list-style-type: none"> • Open house and online participants expressed concerns about safety around road use, water safety and bush fire management. • Address communication service black-out areas which present a safety risk to visitors and residents in emergency events. <p>Provide:</p> <ul style="list-style-type: none"> • improved and higher capacity emergency services • better fire planning and fire response • multi-lingual fire communication to ensure visitors understand risk and what to do in the event of an emergency • improved options for evacuation on high risk bush fire days, particularly for GOR towns with only one road in and out • restricted visitation on days or during periods of severe weather conditions. • Some tour bus drivers expressed concerns about road conditions, and drivers who are unfamiliar with the roads and road rules. • Increase parking opportunities along the side of the road. • Increased police presence to better regulate driver speed. • Provide more pull overs for slow drivers and drivers travelling long distances to provide relief for driver fatigue. • Upgrade pedestrian crossings at busy locations. • Improve safety signage around high risk water, cliff and rock areas along the length of the road. <p><i>“Safety of all visitors on critical bushfire danger days has already been an issue. Of course, bushfire danger will increase with the emerging climate catastrophes.”</i></p> <p><i>“ensuring all visitors are safe. At the moment locals do not visit the great Ocean Road because the roads are notoriously unsafe. The crashes and incident that occur on a regular basis are constantly highlighted in the local press.”</i></p>
<p>Visitor information</p>	<ul style="list-style-type: none"> • Participants through all engagement formats suggested that visitor information and signage could be improved. • Improve interpretive signage at sites of cultural and environmental value. • More visitor information centres with more content and better trained visitor information staff are needed. • Provided better maps, wayfinding and signage in many languages. • Build capacity of locals to provide information about nature, bushwalks, mountain bike trails and wildlife viewing to visitors. • Provide training opportunities for bus drivers to provide more information to their patrons. • Visitors should be better educated in order to protect sensitive landscape and ensure safe use of the road. (See section 5.3) <p><i>“Encourage the local community to engage with visitors to help them appreciate what is there already”</i></p>

<p>Food services</p>	<ul style="list-style-type: none"> • Many participants noted the need for more food services and BBQ areas (69 comments). • Visitor intercept survey participants placed higher importance on food services than people who engaged at open house events and through the online survey⁹. • High quality and locally produced food options should be promoted. • Food outlets should not be situated in environmentally sensitive areas. • Concerns were expressed regarding take-away food due to associated rubbish and waste. • Some commented that there were already enough food offerings, and that additional facilities should not be built around attractions that might reduce profitability of existing businesses. <p><i>“One of the special things in the local towns is being able to visit a local cafe to taste some of the delicious food available. Big fast food chains do not lend themselves to that experience.”</i></p>
<p>Rubbish bins</p>	<ul style="list-style-type: none"> • Rubbish bins were a high infrastructure priority of visitors to the Great Ocean Road and frequently mentioned by participants at open house sessions and online (31 comments). • Participants expressed that that they were unable to locate rubbish bins and did not like having to carry it with them in their vehicles. • Some participants expressed the need for more rubbish bins and pick-ups needed to reduce the amount of rubbish in natural areas. • Others noted that additional rubbish is burdensome to local communities and visitors should be responsible for taking their rubbish home.
<p>Managing visitation</p>	<ul style="list-style-type: none"> • There is a broad need to control or reduce visitor numbers to the Great Ocean Road to address sustainability of tourism to the area. • Better managed visitor traffic at popular GOR sites (such as the 12 Apostles) to create a better visitor experience and protect natural environments was suggested. • Look to examples of tourist attractions and parks that already impose limits to visitation to implement across sites and areas of the Great Ocean Road. <p><i>“Direct all forms of people and vehicle movement away from the most delicate and threatened areas.”</i></p>
<p>Additional visitor infrastructure</p>	<p>Suggestions included:</p> <ul style="list-style-type: none"> • more free camping on high demand weekends • affordable accommodation • preventing over-commercialisation of the area • improved pedestrian management at road crossings and tourist attractions • more fuel stations • shops with locally made food and retail goods • water fountains and seating.

⁹ This may be due to greater reliance on restaurants whilst travelling, rather than those who regularly visit holiday homes.

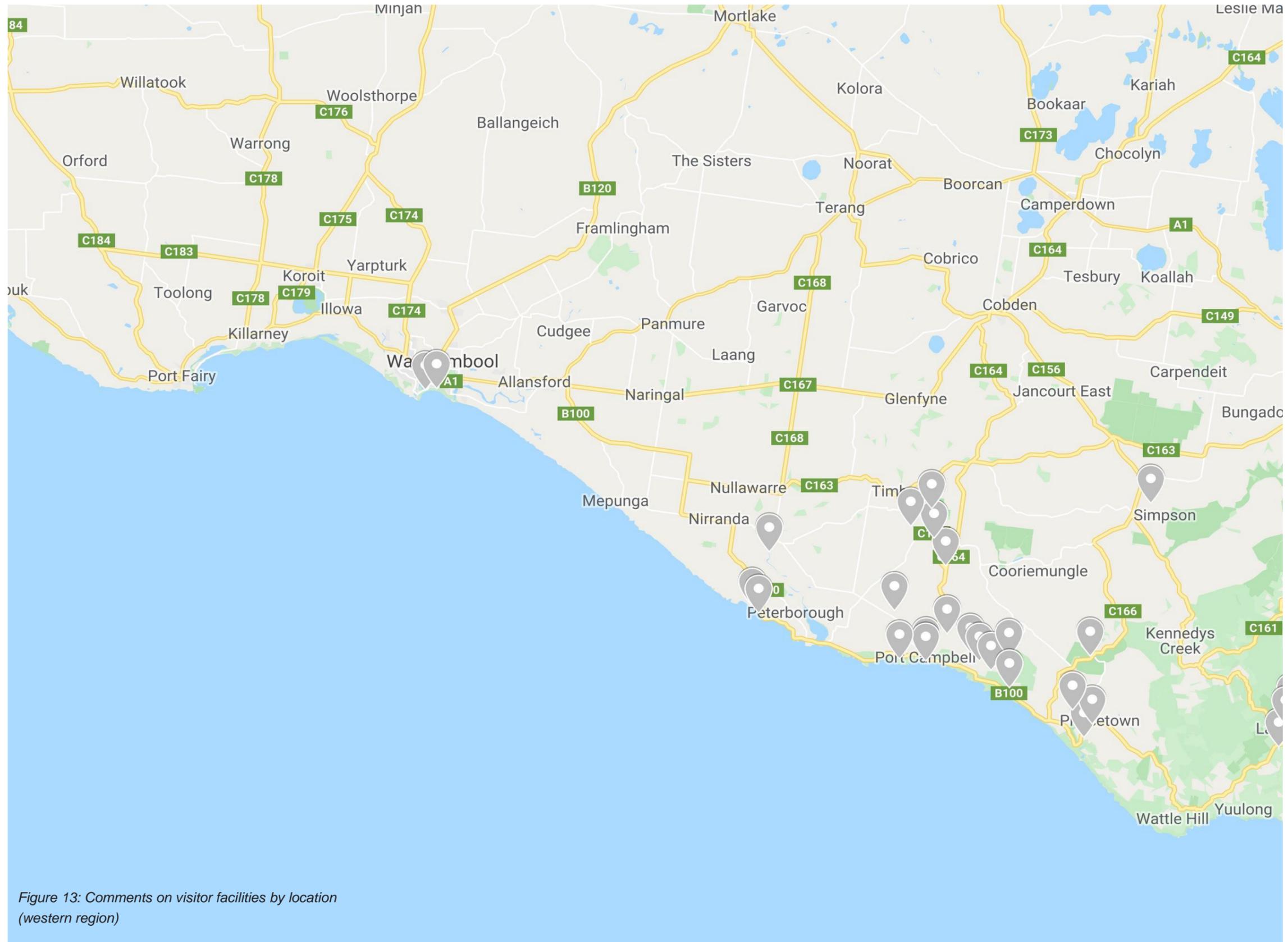


Figure 13: Comments on visitor facilities by location (western region)



Figure 14: Visitor facilities map (eastern region)

4.5 Guiding statements

A set of six guiding statements were developed from community feedback on the Great Ocean Road Governance Issues Paper in 2018, listed below:

1. Recognise, protect and promote Aboriginal culture, values and traditional lands.
2. Protect our natural environment and scenic landscapes.
3. Provide a great visitor experience and increase visitor expenditure in our local communities.
4. Protect the liveability and distinctive characteristics of our coastal towns.
5. Celebrate our rich history.
6. Ensure the safety of communities and visitors.

Participants were asked to rate their level of support for each statement from strongly agree to strongly disagree (Figure 15).

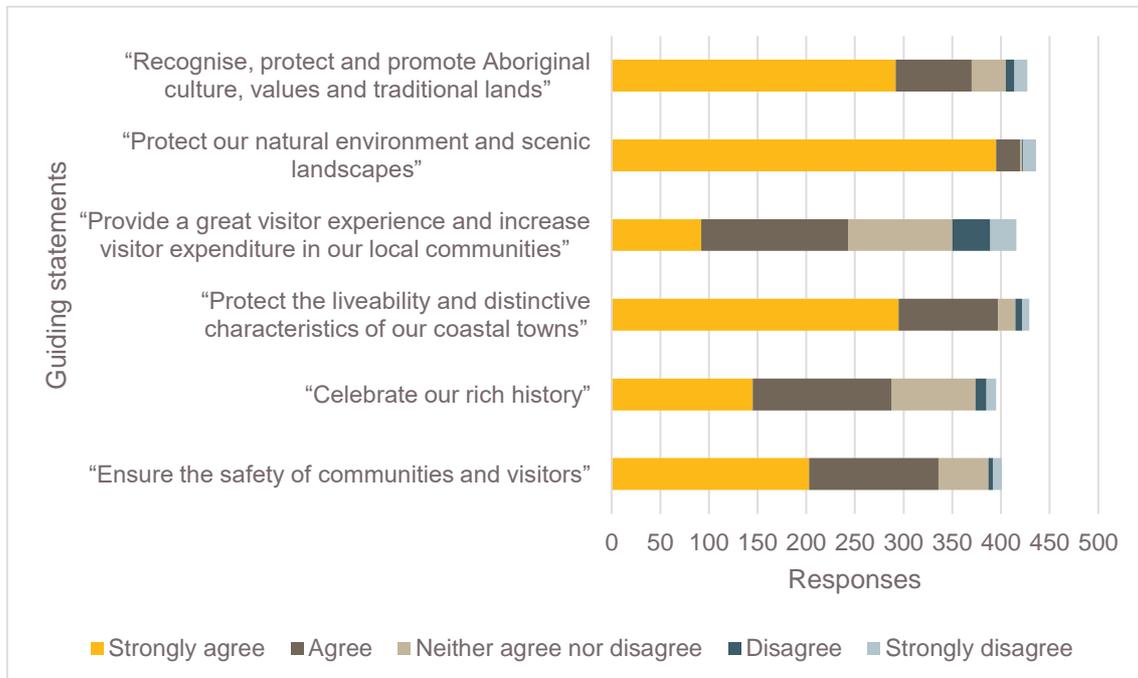


Figure 15: Level of agreement to guiding statements (N=2504)

All guiding statements were supported overall, however, in line with previous findings, the level of support for the protection of the natural environment (b) far exceeded support over any other statements. Statements to protect liveability and character as well as to recognise Aboriginal culture were also well supported.

The least supported statement was related to visitation. This is reflective of previous findings in which participants noted trepidation about increasing visitation.

Participants were asked, 'Do you have any other comments about the above points, or would you add any other guiding statements?' A total of 39 participants responded to the question. They most frequently commented on:

- visitor safety, both with regard to bushfire and road safety
- changes to parks management under the new authority and ensuring funding was secured to ensure care for National Parks
- sustainable tourism and controlling visitor numbers.

4.6 Future aspirations for the Great Ocean Road

Participants were asked to define their future aspirations for the Great Ocean Road. A total of 272 participants responded to the activity 'Please write a short paragraph or story that describes your aspirations for the future of the Great Ocean Road and its region in fifty years' time'.

Responses included:

- 31 face-to-face future aspiration statements
- 241 online future aspiration statements.

Key ideas and messages

The key ideas and messages emerging from the community engagement related to future aspirations for the Great Ocean Road are:

- Participants envisioned a future GOR with protected and enhanced natural landscapes and biodiversity, emphasising wild, biodiverse landscapes with restored vegetation ready to be explored.
- Recognising and celebrating local history was strongly highlighted, with particular attention given to the need to include local indigenous history and the indigenous community in the storytelling process.
- Participants hoped to see vibrant coastal townships distinguished by their own unique character and modest, thoughtful development.
- Environmentally sustainable visitation and communities was imagined by participants as an important part of the future GOR, with a focus on sustainable transport and energy, and building climate resilient communities.
- Participants acknowledged the future growth of visitation but highlighted a desire to see tourist hubs and sites managed to be uncongested, clean and inclusive.

Protected and enhanced natural landscapes and biodiversity

Participants consistently identified the natural landscapes and biodiversity of the Great Ocean Road as critically important to their future vision for the area.

Participants regularly envisioned a future where treasured natural landscapes and environments were protected and recognised for their intrinsic value, acknowledging the primacy of nature above all else to the unique visitor and resident experience. Participants envisioned a Great Ocean Road with protected and pristine coastal environments, untouched and matured hinterlands and landscapes, unspoiled public beaches and clean and pollutant-free waterways affording the opportunity for secluded, intimate and authentic connections with nature.

Participants often imagined that the future of the GOR was defined by well-maintained environments and landscapes, with an emphasis placed on enhancing these environments

through revegetated coastal environments and hinterland areas, repaired and restored from the damage caused by erosion, clearing, overuse and the effects of climate change. Future visions also included established permanent, robust protection for expanded national parks, as well as new green belts setting both permanent township boundaries and providing wildlife corridors for native fauna.

Many respondents wrote stories and postcards to family and friends describing imagined experiences across the Great Ocean Road. These stories mostly re-counted a wild and awe-inspiring natural landscape ready to be explored and adventured. These responses were inspired by the future opportunities and experiences that protected and well-maintained natural environments would provide of biodiversity, native bush and hinterlands, forests and native animals along the GOR. Participants regularly hoped future generations of families and visitors were able to share in and enjoy the same experiences afforded to them of wild natural landscapes unique to the Great Ocean Road.

Recognised and celebrated local history

Greater visibility and storytelling of local Great Ocean Road history, particularly indigenous history, was frequently mentioned by participants in their future aspirations for the region.

Participants imagined a future GOR which acknowledged and celebrated indigenous history and the local traditional landowners, such as the people of the Gadubanud, Gunditjmara and Wathaurong communities, better incorporating indigenous history into the story of the GOR. This active involvement of local Aboriginal community members and culture would see invaluable local stories and knowledge unique to the region shared with residents and visitors, bringing greater richness and storytelling to the many natural sites and townships of the region.

Participants occasionally talked about preserving important coastal township heritage, suggesting protecting significant heritage sites and buildings would be vital to enhancing and protecting the unique qualities of the region.

Vibrant, unique and connected coastal townships

Participants sometimes spoke of a vision to see a diverse yet modest selection of food and dining options along the GOR, enhancing the visitor experience through the provision of greater amenity and limiting the impact on the natural beauty of the region. Complementing this would be affordable, low density but high-quality accommodation options for people to enjoy extended stays across the GOR.

Participants spoke of the important historical societies and clubs operating within townships along the GOR, indicating that maintaining and enhancing these groups into the future would preserve a sense of community and vibrancy across GOR towns.

Participants sometimes suggested the unique characters of each township could be preserved through sensitive, thoughtful and modest future development and growth. In addition to this, participants occasionally envisioned Improved traffic conditions and road infrastructure, creating safe and calmer roads within townships for visitors, residents and animal life. The result of this could see each town providing an opportunity to deliver a unique offering to visitors, while at the same time providing an escape to the hustle and bustle of suburban and city life.

Environmentally sustainable visitation and communities

Participants often imagined a less car-dependent and more sustainable Great Ocean Road, highlighting sustainability as important to the future amenity and viability of the region, enhancing the region for both residents and visitors.

The region in the future is highly accessible by public transport, and different modes of transport are encouraged as a way of moving around and exploring the many townships, sites and natural environments. People visiting the GOR in private vehicles often come in electric vehicles and to explore the region with bicycles on established bike path networks and roads. Most traffic on the roads within the GOR are occupied by tourist buses or local resident traffic. These transport networks and options are complemented by various interconnected walking trails across the region, providing attractive and sustainable opportunities for moving around and exploring the many sites and environments. The small townships along the GOR are powered by green energy sources and provide charging outlets for electric vehicles.

Participants sometimes described future aspirations for climate resilient communities and environments, with effective implementation of climate change mitigation and management strategies to prevent erosion and the loss of important natural sites such as beaches, native vegetation and wildlife habitat.

Well managed tourist hubs and sites

Participants often imagined the future GOR with uncrowded, clean and well-maintained tourist sites. The GOR would provide opportunities for visitors and residents to have both a shared visitor experience at popular tourist hubs and sites, as well as unique and spontaneous experiences and adventures away from these well visited tourist destinations.

Participants regularly talked about a future road environment that is calm and uncongested, with limitations set on private vehicle visitation in favour of public and active transport options, such as bike riding and tourist buses.

Participants occasionally mentioned their vision for seeing an inclusive tourist experience, with the tourist sites and townships welcoming visitors from all backgrounds to enjoy what the GOR has to offer them.

“A vibrant coastal community surrounded by clean beaches and natural environments alive with native wildlife. A low-rise town with a creative culture industry. A focus on surfing and the environment. A small town (Torquay) with festivals and events supporting the community with jobs.”

“I can't believe it's taken me fifty years to discover what I passed on by in my rush to see the 12 Apostles in my twenties. I have just spent 12 heavenly days doing 'Dreamy walks', 'wading on wondrous waters', 'discovering amazing eateries', 'exploring marvellous markets', 'wandering in boundless wilderness', 'finding those top five Aussie animals', 'astounded by stunning secret bays and beaches'. Where do I stop. I'm on such a high. I hope that you one day get to discover the joys of the hidden Great Ocean Road'.”

“The area is loved and respected, generates enough economic activity for local communities to sustain liveable townships. There are no huge developments, and housing there fits in to the landscape, so it is not a dominating feature. Nature is connected and protected against climate changes. The parks system there is world class and funding for it is seen as an investment not as a cost to be minimised on a balance sheet.”

4.7 Do you have anything else you would like to add about the future of the Great Ocean Road and its region?

Participants primarily used this question as an opportunity to reiterate their most important points, ideas and arguments relating to the future of the Great Ocean Road. Common ideas and views that emerged from these responses included:

- the importance of community engagement and gathering input from people who have lived experiences and knowledge of the affected areas and townships
- support for more proactive management of visitors on days of high fire risk to ensure visitor and resident safety in the event of bushfire
- creating a 'balance' between tourism and visitor needs and the protection of important environmental areas
- 'slow tourism' to ensure people are contributing to the local economies and not just staying for a short time and causing environment degradation and pollution
- an 'environment first' approach which emphasising that beautiful natural areas need to be protected as a priority for future generations over any commercial and development interests
- better road maintenance and management of traffic conditions and infrastructure to ensure safety along the GOR
- an opposition to the new National Park Authority, with participants reiterating support for a better resourced Parks Victoria
- advancing a sustainability-focused GOR through improved waste management and recycling centres, plastic-free Council areas, and more sustainable building practices on new developments
- more options and higher quality bike paths to encourage a less car dependent GOR
- maintaining the rural feel of communities by ensuring sensitive and modest development
- equipping visitors and residents with the knowledge to better maintain and respect the GOR and its natural environments, townships and visitor sites to ensure its long-term sustainability and protection for future generations.

4.8 Extended responses

A total of nine community groups from across the Great Ocean Road region submitted extended responses. One NGO also submitted a response as part of the consultation. These groups included:

- Aireys Inlet and District Association
- Friends of Lorne
- Greater Torquay Alliance
- Geelong Environment Council
- Peterborough Residents Group
- Port Campbell Community Group
- Surfers Appreciating the Natural Environment
- Surfrider Foundation Surf Coast
- 3228 Residents Association
- The Victorian National Parks Association.

Several individuals submitted their own extended responses. These responses raised a range of concerns which are summarised in this section. Submissions primarily focused on issues around visitation and tourism, as well as proposed changes to governance arrangements outlined in the Action Plan, particularly regarding the management of state and national parks along the GOR.

Visitation

Visitation and tourism along the Great Ocean Road (GOR) are a common topic discussed by respondents in the context of managing the future sustainability and viability of this unique area.

Respondents argued that the framing of the conversation around the GOR Action Plan was orientated too heavily towards catering for and enhancing the visitor experiences. Respondents regularly expressed concern that the Plan often discussed improvements to visitor infrastructure and amenity as a priority in the management of the GOR. These respondents argued that any visitor improvements should come second to considerations of the overall liveability of local communities and the preservation of the natural environment. Some respondents argued that visitation should be examined in the context of how best to manage tourism in a sustainable way rather than accommodating for periods of peak visitation demand.

Some respondents identified road safety as an important area of improvement to ensure the GOR is a safe place for both visitors and residents. Respondents identified a raft of measures to improve road safety. This included introducing a 40km/hr speed limit in urban areas, better education around road rules for international visitors, and the implementation of road signage in languages other than English to make signage more accessible to international visitor groups. One respondent suggested implementing a restricted access shuttle bus system to locations of high visitation (such as Point Addis and Anglesea Beach), citing its successful implementation at Bells Beach. This was suggested for its potential to implement more controlled visitation environments, mitigating the need for increased parking infrastructure and providing more robust protection of the proposed sites and surrounding environment.

Some respondents suggested imposing limitations on visitation to the GOR during periods of high fire danger. Road congestion associated with high visitation was identified in some submissions as a risk to resident and visitor safety in times of high fire risk. One respondent suggested that already identified critical road safety interventions should be incorporated into the GOR Action Plan to reflect its primacy and importance to visitation and safety management along the GOR.

Increased infrastructure that supports visitation along the GOR was an area of contention among respondents. Respondents occasionally identified public toilets and improved road infrastructure as an important area of focus for improving amenity for visitors and local residents. One respondent indicated that the GOR needed to be protected from increased development and the adverse impact that more visitor infrastructure could have on the natural environment and local amenity.

Natural Landscapes

Respondents sometimes noted the degradation of the natural landscape and coastal environments because of overuse as a significant problem along the GOR requiring improved management strategies.

Respondents sometimes identified climate change as a threat to the future viability of many important natural sites along the GOR, particularly coastal environments. Respondents indicated that this would further compound the effects erosion was having on these environments as a result of increased human activity and tourism.

Governance

Some respondents expressed concerns about the proposed changes to management and governance structures concerning State and National parks along the GOR. These responses were typically focused around the establishment of the Great Ocean Road Coasts and Parks Authority (GORCPA) as the new primary governance body for parks and coastal environments along the GOR.

Some of these submissions expressed concern about a conflict of interest in the operations of the new Authority. Some respondents suggested that the GORCPA would be conflicted in its role as a decision maker when considering issues of tourism management and growth in conjunction with decisions around environmental protection and sustainable land management of parks and environmentally valuable and sensitive areas. Respondents expressed concern that changes in governance could result in weakening protections of important ecology along the GOR. Many respondents expressed a desire to see more certainty that any changes to governance in parks and ecological management will still ensure rigorous protection of sensitive and valuable natural environments along the GOR¹⁰.

Some respondents indicated they had limited understanding of the proposed GORCPA and what its roles, responsibilities and objectives would be as the main authority protecting highly valued natural environments along the GOR. Because of this, some respondents expressed

¹⁰ It should be noted that these concerns were expressed prior to legislation being introduced to Parliament when there was limited public information on the role and function of the new authority beyond what the Action Plan had stated.

concern they were not fully able to respond to the effects this newly established GORCPA may have on governance and environmental protection along the GOR.

Some participants expressed a preference that Parks Victoria manage parks along the GOR, favouring the current governance arrangement with additional resourcing and support over the establishment of a new authority.

Respondents highlighted the importance of involving local GOR community groups and residents in decision making processes and on any newly established Authorities and Taskforces. Respondents were favourable towards the current relationships they have with the Great Ocean Road Coast Committee and its accessibility to local community groups and residents, with these respondents hoping to see these associations continue under any newly established authority. Respondents occasionally identified an opportunity to see greater access and input from community groups to the current GORCC and any newly established Authority. One respondent was happy to see experienced planning and engineering specialists as part of the Great Ocean Road Standing Advisory Committee, suggesting this knowledge could be further enhanced if local community members with additional expertise were included on the Committee. More broadly, respondents often highlighted how decision-making processes can be improved with greater acknowledgement and inclusion of local community understanding and expertise.

5 Next steps

Feedback through this phase of engagement will help DELWP develop long-term objectives and a shared vision for the future of the Great Ocean Road region. These objectives and vision will guide the development of the Strategic Framework Plan for the region.

Additional engagement opportunities will be provided in Phase 4 community consultation related to community involvement and funding options for the Great Ocean Road Coast and Parks Authority, scheduled to occur through Nov - Dec 2019.

Engagement will be held with Traditional Owners, stakeholder groups and responsible public entities about the long-term objectives and vision for the region. On completion of this phase of engagement, drafting of the long-term objectives and vision will occur.

The Community Views Report, Consultation Draft Regional Long-term Objectives and Vision is scheduled to be released by mid-2021.

6 Engagement evaluation

A total of 35 participants completed an online engagement evaluation survey after attending an open house event. The responses reflect the experiences of participants that attended a range of the open house sessions facilitated. Engagement evaluation is important in ensuring participants have a chance to provide feedback on the engagement content and format and inform future engagement activities.

We asked participants to answer the following questions using a five-point Likert scale (Figure 16):

- Quality of information: “How well did we present the required information?”
- Use of time: “How well did we use our time?”
- Participation: “How well did we do on making sure everyone was involved?”
- Facilitation: “How well did we describe activities and keep the event focused?”
- Organisation: “How well was the event set up, managed and run?”

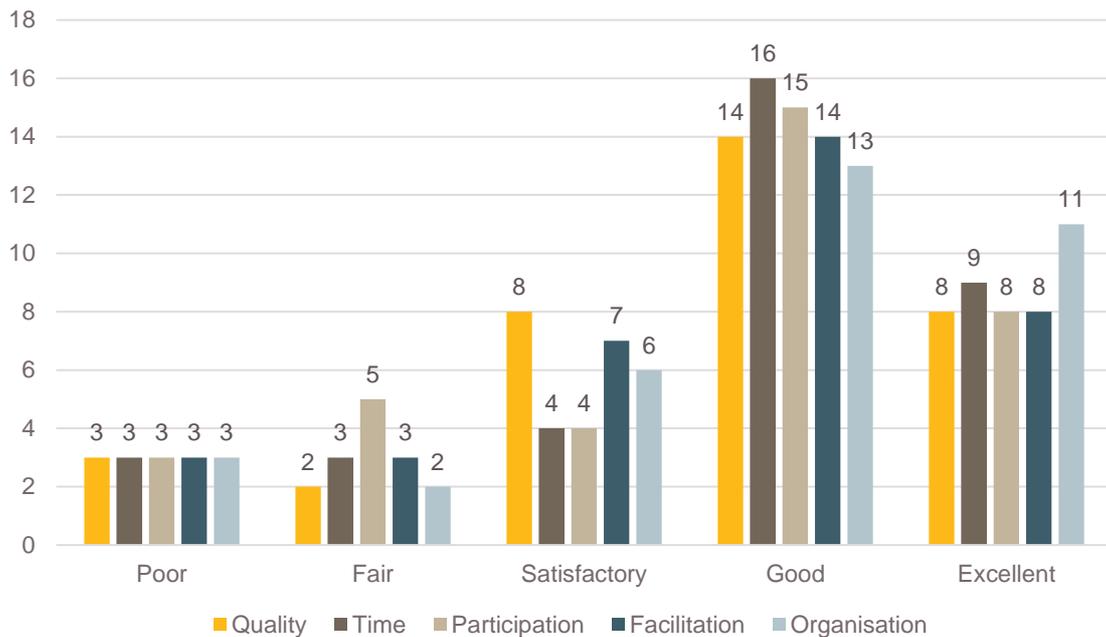


Figure 16: Evaluation results (N=35)

Twenty-three participants took the opportunity to provide further feedback about the Open House they attended. Some participants said they were happy with the level of information provided, and the staff presentation, the detailed maps and the opportunity to participate.

‘very informative and gained appreciation of processes and people involved in change required. I appreciate being able to participate.’

Wye River Open House participant

Key criticisms included that participants wanted a ‘town-hall’ style meeting with questions from the floor; scepticism about the meaningfulness of the engagement and whether it is good use of time; confusion or trepidation about the sticky-dot mapping exercise; and wanting more transparency about future financial arrangements.

‘Good effort, but sorry to say I felt it was a tick-box consultation.’

Aireys Inlet Open House participant

‘The open house style didn’t work in our community.’

Peterborough Open House participant

Appendices

Appendix A: Engagement inputs and engagement findings

Input	Question(s)	Report section
Visitation survey	As a visitor to the Great Ocean Road and its landscapes what statement best describes you?	Section 4.2 – Where participants live
	What best describes your method of travel during this visit?	Section 5.4 – Planning for visitors
	Where do you live and what is your postcode/country?	Section 4.2 – Where participants live
	Are you visiting multiple places along the Great Ocean Road during this visit	Section 5.4 – Planning for visitors
	What made you choose to visit the Great Ocean Road?	Section 5.2 – Valued areas, towns and surrounding landscapes
	Along the Great Ocean Road, what is needed to provide a better visitor experience?	Section 5.4 – Planning for visitors
	Where, along the Great Ocean Road, are these improvements or facilities needed?	Appendix B: Location specific participant engagement findings
	Are you prepared to pay a fee for the tourism facilities and experiences along the Great Ocean Road?	Section 5.4 – Planning for visitors
	Are there specific facilities that you would be prepared to pay for?	Section 5.4 – Planning for visitors
Online survey	Where do you live? Please provide the locality and post code of your primary residence (or country if you live outside Australia).	Section 4.2 – Where participants live
	Which of the following statements best describe your connection to the Great	Section 4.2 – Where participants live

	<p>Ocean Road region? (please tick all that apply).</p>	
<p>This word cloud was developed from the words of participants who took part in last year's community consultation on the Great Ocean Road Governance Issues Paper. Does this capture what you love most about the Great Ocean Road and its landscapes?</p>	<p>Section 5.1 – Values of the Great Ocean Road and its landscapes</p>	
<p>Please describe what you love most about the Great Ocean Road and its landscapes.</p>	<p>Section 5.2 – Valued areas, towns and surrounding landscapes</p>	
<p>For each area or town, you know well along the Great Ocean Road, please tell us what you love most about that area, or town, and the landscape it sits within? Please include the name of the location/town and give specific examples if possible.</p>	<p>Section 5.2 – Valued areas, towns and surrounding landscapes</p>	
<p>Do you have any suggestions on how to better protect the things you love identified in question 5? Please identify the specific location(s) that your response applies to.</p>	<p>Section 5.3 – better protection of valued areas, towns and landscapes</p>	
<p>What do you think we need to do to make sure local communities thrive and benefit from visitation to the Great Ocean Road? Please include the specific location(s) that is/are the focus of your response.</p>	<p>Section 5.4 – Planning for visitors Appendix B: Location specific participant engagement findings</p>	
<p>What additional facilities, infrastructure and services do you think are required to provide a great experience for visitors to the Great Ocean Road? Please also include recommended location(s), either along the Great Ocean Road or broader region.</p>	<p>Section 5.4 – Planning for visitors</p>	
<p>The following guiding statements have been developed from community feedback on the Great Ocean Road Governance Issues Paper in 2018. Please rate your level of support for each</p>	<p>Section 5.5 – Guiding statements</p>	

	statement from strongly agree to strongly disagree.	
	Do you have any other comments about the above points, or would you add any other guiding statements?	Section 5.5 – Guiding statements
	Do you have any other comments about the above points, or would you add any other guiding statements?	Section 5.6 – Future aspirations
	Do you have anything else you would like to add about the future of the Great Ocean Road and its region?	5.7 Do you have anything else you would like to add?
Online map	Tell us more about what's important to you in the Great Ocean Road region	Section 5.2 – Valued areas, towns and surrounding landscapes Section 5.3 – better protection of valued areas, towns and landscapes Section 5.4 – Planning for visitors
Open house activity	<p>“I value...”</p> <p>“The threat to this is...”</p> <p>“We can manage it by...”</p> <ul style="list-style-type: none"> ○ areas of economic prosperity ○ cultural and heritage value ○ landscapes and scenic views ○ natural environments ○ townships and settlements 	<p>Section 5.2 – Valued areas, towns and surrounding landscapes</p> <p>Section 5.3 – better protection of valued areas, towns and landscapes</p> <p>Section 5.4 – Planning for visitors</p>
	<p>Does this word cloud capture what you love most about the Great Ocean Road and its landscapes? Yes/No?</p> <p>If no, please describe what you love about the Great Ocean Road and its landscapes.</p>	Section 5.1 - Values of the Great Ocean Road and its landscapes

	<p>What do you think we need to do to make sure local communities thrive and benefit from visitation to the Great Ocean Road?</p> <p>Please include the specific location(s) that is/are the focus of your response.</p>	<p>Section 5.4 – Planning for visitors</p> <p>Appendix B: Location specific participant engagement findings</p>
	<p>What additional facilities, infrastructure and services do you think are required to provide a great experience for visitors for the Great Ocean Road?</p> <p>Please also include your recommended location(s) for the facilities/infrastructure (either along the Great Ocean Road or in the broader region).</p>	<p>Section 5.4 – Planning for visitors</p> <p>Appendix B: Location specific participant engagement findings</p>
	<p>Please write a short paragraph or story that describes your aspirations for the future of the GOR region in fifty years' time.</p>	<p>Section 5.6 – Future aspirations</p>
	<p>Indicate your level of support for each guiding statement.</p>	<p>Section 5.5 – Guiding statements</p>
	<p>Any other thoughts, questions or comments?</p>	<p>Section 5.7 – Do you have anything else you would like to add?</p>

Appendix B: Location specific participant engagement findings

Location	Values					Suggested protections	Suggested visitor facilities
	Natural landscape	Beaches values	Township character	Vegetation	Recreational value		
Aireys Inlet (N=94)	<ul style="list-style-type: none"> link between bush and ocean clifftop walks Painkalac Creek estuary coast and countryside 	<ul style="list-style-type: none"> Aireys Inlet Urquhart Bluff secluded beaches 	<ul style="list-style-type: none"> Eagles Nest Art Gallery Old Edna Walling site set in uncleared bush peacefulness spaciousness low key, small town, village feel lack of development, infrastructure and intrusions such as roads and formal footpaths peacefulness of Aireys Inlet lifestyle local community arts scene lighthouse cafes, store and pub local events connection to nature bush within the town picturesque 	<ul style="list-style-type: none"> indigenous vegetation Mountain Ash Oak trees ferns heath vegetation forest behind town tree canopy 	<ul style="list-style-type: none"> coastal and inland walks active and passive nature-based interactions in the bush and foreshore fishing surfing bird watching horse riding 	<ul style="list-style-type: none"> better management of foot traffic along Aireys Inlet Lighthouse walk restrict development road toll limit visitation support for volunteer groups 	<ul style="list-style-type: none"> toilets parking management walking trails between Aireys Inlet, Anglesea and Torquay
Anglesea (N=136), Point Roadknight (N=15) and Point Addis (N=29)	<ul style="list-style-type: none"> Anglesea Heath estuarine wetlands network of bushwalking trails biodiversity in heathlands river inlet Messmate Forest cliffs birdlife hinterland walk by the lagoon to the beach bush walking tracks 	<ul style="list-style-type: none"> the rugged character of Point Addis Anglesea Beach Point Roadknight beach Anglesea river sandy beaches 	<ul style="list-style-type: none"> low-density town quiet, safe and friendly small town feel uncomplicated small shopping strips and small local businesses seaside village with bush character nestled in the bush older homes with big blocks forest canopy cover easy access to the beach and natural surrounds local artists camps surrounded by parks confined boundaries no light pollution 	<ul style="list-style-type: none"> bush within the town heath vegetation bush and ocean connection wildflowers 	<ul style="list-style-type: none"> active and passive nature-based interactions in the bush and foreshore fishing surfing bird watching local art bushwalks behind Anglesea 	<ul style="list-style-type: none"> limit development weed and feral animal management visitor fees height and setbacks planning controls 	<ul style="list-style-type: none"> traffic management improvements to GOR and connecting roads walking and cycling paths improve roundabout entering Anglesea alternate route needed around Anglesea and over Anglesea River toilets improved parking management (in township, river and Point Roadknight) walking trails between Aireys Inlet, Anglesea and Torquay rubbish bins limit tour busses
Apollo Bay (N=137)	<ul style="list-style-type: none"> native flora remnant native flora and fauna at Barham River Road and Killala Road Maits Rest walk Aire River 	<ul style="list-style-type: none"> Apollo Bay Beach open beaches breakwater 	<ul style="list-style-type: none"> seaside rural character heritage and war memorial family friendly large green spaces golf course breakwater closeness to the Otways 	<ul style="list-style-type: none"> hinterland wet forest indigenous vegetation Mountain Ash bush and ocean connection 	<ul style="list-style-type: none"> fishing boating golf 	<ul style="list-style-type: none"> bus toll funding planning controls for development limit tourism 	<ul style="list-style-type: none"> improvements to GOR and connecting roads toilets traffic management cycling path (to Skenes Creek) mountain bike trail (to Torquay) cycling trail into hinterland

Location	Values					Suggested protections	Suggested visitor facilities
	Natural landscape	Beaches values	Township character	Vegetation	Recreational value		
Great Ocean Road (general) (N=161)	<ul style="list-style-type: none"> Otway Ranges scenery landscape hills and forests wildlife waterfalls forest estuary habitat remains where wildlife can live 		<ul style="list-style-type: none"> no large buildings or commercial tourist attractions 	<ul style="list-style-type: none"> bushland along the road (both inland and coastal) Otway Ranges Cypress trees 			<ul style="list-style-type: none"> parking management develop attractions landscaping/planting
	<ul style="list-style-type: none"> view of the ocean and bush as you drive along GOR wilderness connection to coast 		<ul style="list-style-type: none"> unique townships 			<ul style="list-style-type: none"> manage tourism driver safety limit carparking 	<ul style="list-style-type: none"> toilets mobile phone service rubbish bins improvements to GOR and connecting roads traffic management cycling path walking trail for length of GOR public transport
Lorne (N=126) and Deans Marsh (N=1)	<ul style="list-style-type: none"> St Georges River Phantom/ Erskine/ Sheoak Falls Cumberland River Louttit Bay Eucalypt forest bush hinterland 	<ul style="list-style-type: none"> Lorne Beach coast west of Lorne the wide back beach 	<ul style="list-style-type: none"> smaller scale discreet buildings and signage a retreat for non-permanent owners and regular campers the main street with cinema, shops and cafes playground and trampolines info centre GOR museum fish co-op building access to the beaches and forests coastal town in national park setting 	<ul style="list-style-type: none"> tree canopy treed hills old trees biodiversity bush setting Eucalypt forest bush connected to ocean rainforest hinterland indigenous vegetation 	<ul style="list-style-type: none"> active and passive nature-based interactions in the bush and foreshore fishing surfing bird watching trampolines and playground camping by the river rainforest walks bushwalks 	<ul style="list-style-type: none"> maintain visitor lookouts to prevent trampling of vegetation maintain septic systems divert through traffic enhance biodiversity coastal planting to prevent erosion planning controls to protect views control weeds (blackberries) forest management 	<ul style="list-style-type: none"> improvements to GOR and connecting road toilets traffic management parking management (Lorne foreshore) under/overpass connecting Shipwreck Trail path to Tramway Track Walk
Peterborough (N=33)	<ul style="list-style-type: none"> rugged beauty cliffs wetlands estuaries coves 		<ul style="list-style-type: none"> spacious plenty of parking unique history for both locals and tourists connected to wilderness small unique and wild undeveloped a discovery not overdeveloped 	<ul style="list-style-type: none"> character not over developed good for family holidays. 	<ul style="list-style-type: none"> golf course walking track from golf course to Bay of Martyrs birdwatching 	<ul style="list-style-type: none"> remove coastal wattle limit visitation limit development of town limit events 	<ul style="list-style-type: none"> walking trail to Port Campbell preference to not add infrastructure
Port Campbell (N=71) and 12 Apostles (N=50)	<ul style="list-style-type: none"> National Heritage Trust listed areas clean air 	<ul style="list-style-type: none"> the coast between Loch Ard and Port Campbell 	<ul style="list-style-type: none"> heritage buildings coastal/fishing village feel friendly town 	<ul style="list-style-type: none"> small coastal village rural character 	<ul style="list-style-type: none"> being in nature swimming hiking 	<ul style="list-style-type: none"> funding upskill local community volunteers traffic control 	<ul style="list-style-type: none"> toilets food and beverage facilities

	Values					Suggested protections	Suggested visitor facilities
<i>Location</i>	<i>Natural landscape</i>	<i>Beaches values</i>	<i>Township character</i>	<i>Vegetation</i>	<i>Recreational value</i>		<i>Infrastructure / facility</i>
Prinetown (N=16)	<ul style="list-style-type: none"> headland heathland biodiversity natural habitat cliffs rugged/rocky islands windblown National Park geological formations coastal flora 	<ul style="list-style-type: none"> wild, rugged, ever changing safe beach 	<ul style="list-style-type: none"> rural feel low key access to nature/hinterland set in a rugged coastline galleries quaint simple 	<ul style="list-style-type: none"> friendly community harbour low key access to natural environment 			<ul style="list-style-type: none"> car and bus parking (Port Campbell) car parking (outside of town centre) parking management (12 Apostles) visitation management mobile phone service extension of Great Ocean Walk to Bay of Islands walking trail to Peterborough
	<ul style="list-style-type: none"> wetlands reed beds estuary streams and rivers windswept rugged beauty cliffs coves 	<ul style="list-style-type: none"> beach 	<ul style="list-style-type: none"> historic quiet flat windswept river wetlands and ocean connection low key unspoiled 	<ul style="list-style-type: none"> quiet sleepy village low-key 	<ul style="list-style-type: none"> family camping 	<ul style="list-style-type: none"> limit development stop resort development on wetlands 	<ul style="list-style-type: none"> walking trail to Loch Ard Gorge manage timing of bus traffic
Skenes Creek (N=27)	<ul style="list-style-type: none"> Green landscape with cattle and sheep Wildlife Bushland/forests Raw beauty 	<ul style="list-style-type: none"> Skene's Creek to Apollo Bay 	<ul style="list-style-type: none"> ocean 	<ul style="list-style-type: none"> charming healthy living 	<ul style="list-style-type: none"> walking trail between Skenes Creek and Marengo walking trails cycling fishing diving 	<ul style="list-style-type: none"> cycling and walking path access fees speed limits limit development into bushland/hills 	<ul style="list-style-type: none"> lifeguards toilets cycling path (to Apollo Bay and Wild Dog; between Apollo Bay and Skenes Creek) walking trail (to Apollo Bay and Wild Dog) rubbish bins
Torquay (N=126) Bells Beach (N=100) Spring Creek (N=16) Bellbrae (N= 18) Jan Juc (N=52)	<ul style="list-style-type: none"> Moonah tree stands coastal vistas cliffs nature reserves bushwalks bush character open space native vegetation and habitat national park wildlife walkway along the cliff top from Torquay to Fairhaven Bellbrae 	<ul style="list-style-type: none"> Point Impossible Beach Bells Beach Breamlea Beach Jan Juc Beach Torquay Back beach surf Marine National Park ocean dunes 	<ul style="list-style-type: none"> the entrance to Torquay, along Grossmans Road south relatively unspoiled low rise development township boundaries beachy/coastal building design small town feel community values coastal charm bush character liveable commutable good schools and infrastructure small shopping strips with local business that fit in with the environment cafes and restaurants 	<ul style="list-style-type: none"> treed neighbourhoods Moonah trees unique and rare vegetation indigenous vegetation 	<ul style="list-style-type: none"> coastal walking trails walking trails walking trail to bells beach cycling trails meeting friends yoga swimming surf culture beaches live music bars 	<ul style="list-style-type: none"> planning mechanisms to stem development pressures (township and Spring Creek) height limits housing options for affordability limit big chain retail development boundaries revegetation limit development near beach limit population growth 	<ul style="list-style-type: none"> traffic management (Jan Juc) mountain bike trail (to Apollo Bay) parking management (township) parking management (Winki Pop/Bells Beach) walking trails between Aireys Inlet, Anglesea and Torquay

	Values					Suggested protections	Suggested visitor facilities
<i>Location</i>	<i>Natural landscape</i>	<i>Beaches values</i>	<i>Township character</i>	<i>Vegetation</i>	<i>Recreational value</i>		<i>Infrastructure / facility</i>
			<ul style="list-style-type: none"> • selection of shops • events • accommodation • lifestyle living • access to nature corridors in urban areas • Jan Juc is less developed, charming, less touristy feel • treed neighbourhoods 				
Wye River (N=68), Kennett River (N=40) and Separation Creek (N=17)	<ul style="list-style-type: none"> • river and woodland along Kennett River • birds • koalas • coastal views • mature trees • clean egress into ocean • river • temperate rainforest • glow worms • wildlife • forest connected to sea 	<ul style="list-style-type: none"> • beach • coastline 	<ul style="list-style-type: none"> • Harrington Park • Separation Creek • village style settlements • not suburban • not over commercialised • relaxed town with laid back vibe • pub is central to community • very scenic town • views • small town feel • community • bush setting • peaceful • not much there/quaint • uncrowded • shops, cafes, restaurants and services 	<ul style="list-style-type: none"> • bush surrounds • old growth • temperate rainforest • big gum trees • bush connected to sea 	<ul style="list-style-type: none"> • active and passive nature-based interactions in the bush and foreshore • fishing • surfing • bird watching • camping 	<ul style="list-style-type: none"> • create a river reserve • wastewater and septic management • limit tourism • sustainable development • enforce planning controls • erosion control • revegetation of private land • weed management (blackberries) • reduced speed limits 	<ul style="list-style-type: none"> • improvements to GOR and connecting roads • toilets • traffic management • more walking trails along the coast and into surrounding forest
Other locations						<ul style="list-style-type: none"> • Point Grey Gadubanud Walk as a natural coastline pathway to protect middens from built and natural erosion 	<ul style="list-style-type: none"> • toilets (Colac; Crowes Lookout; Lavers Hill; Moggs Creek; Marengo) • long distance cycling tour (Warrnambool to Melbourne) • parking management (Marengo; Gibson Step)

Appendix C: Participants comments mapped by theme

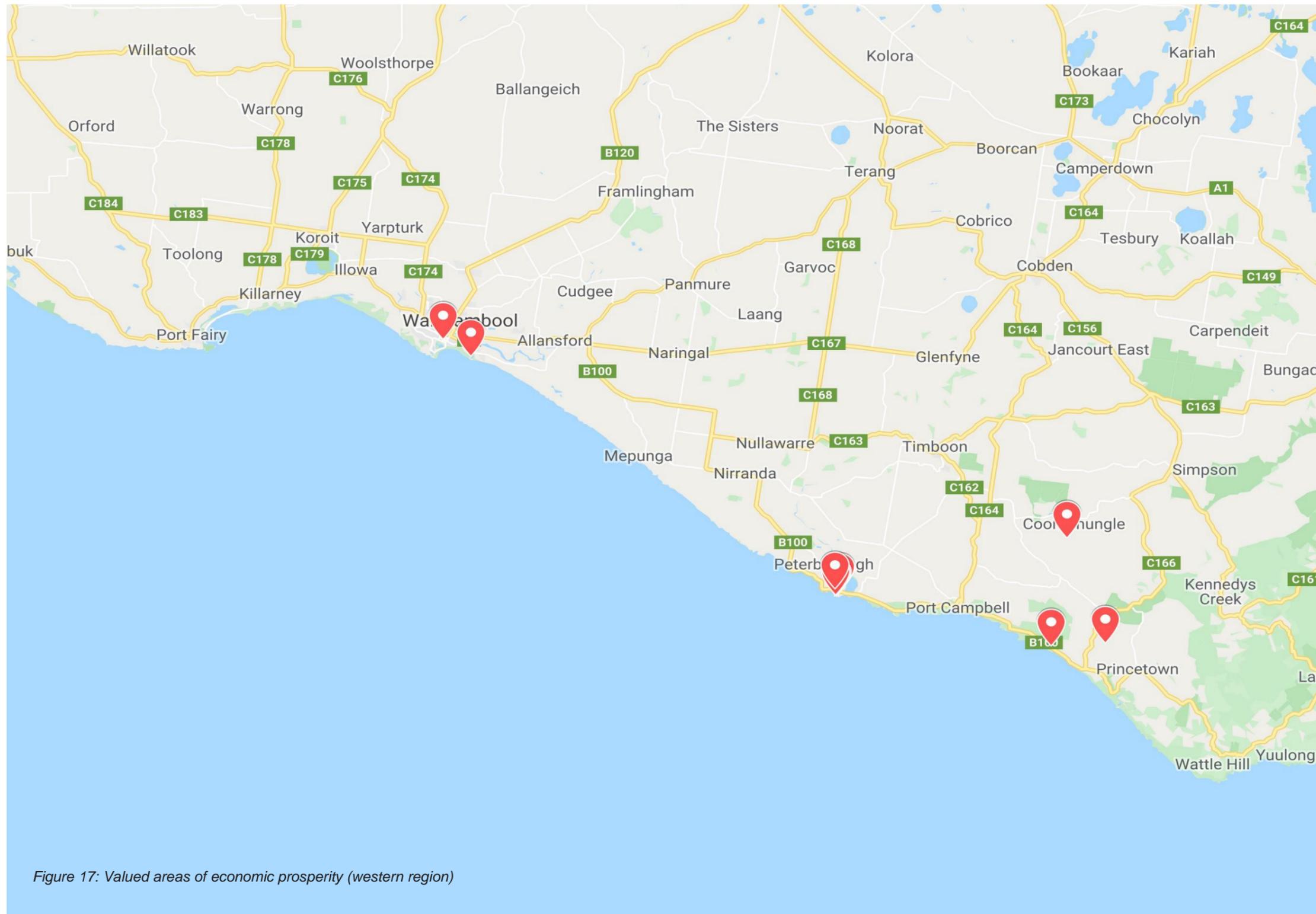


Figure 17: Valued areas of economic prosperity (western region)

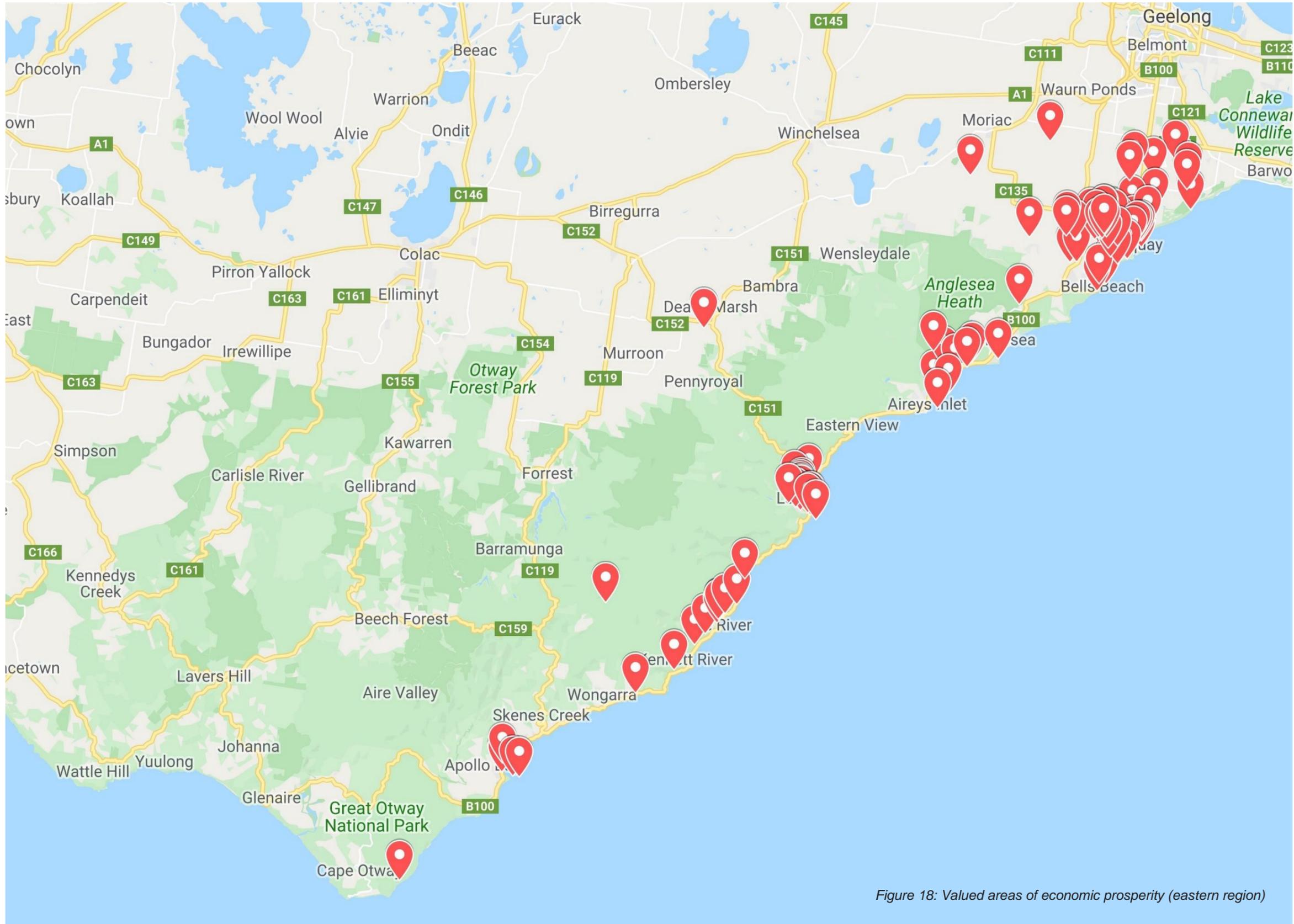


Figure 18: Valued areas of economic prosperity (eastern region)

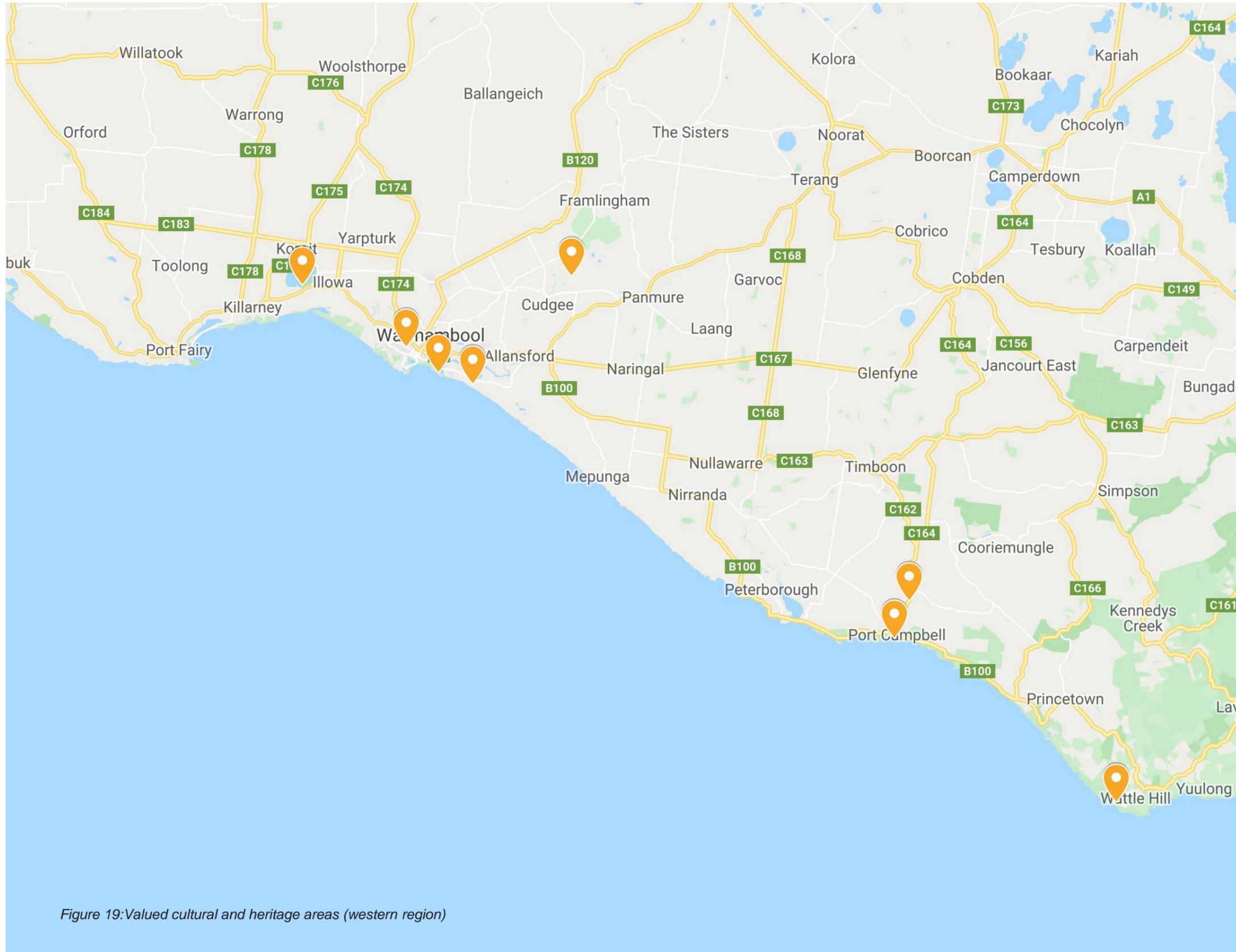


Figure 19: Valued cultural and heritage areas (western region)

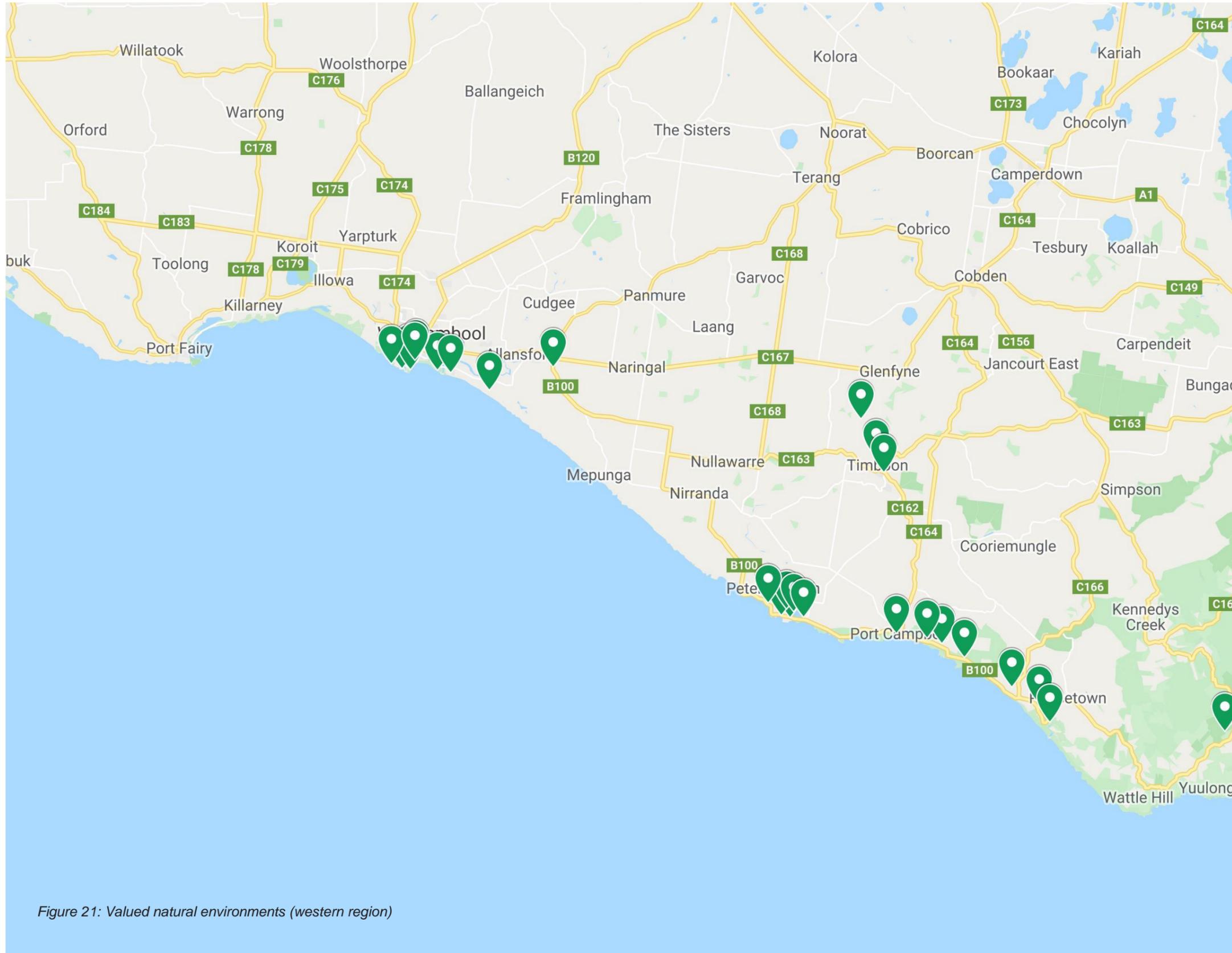


Figure 21: Valued natural environments (western region)

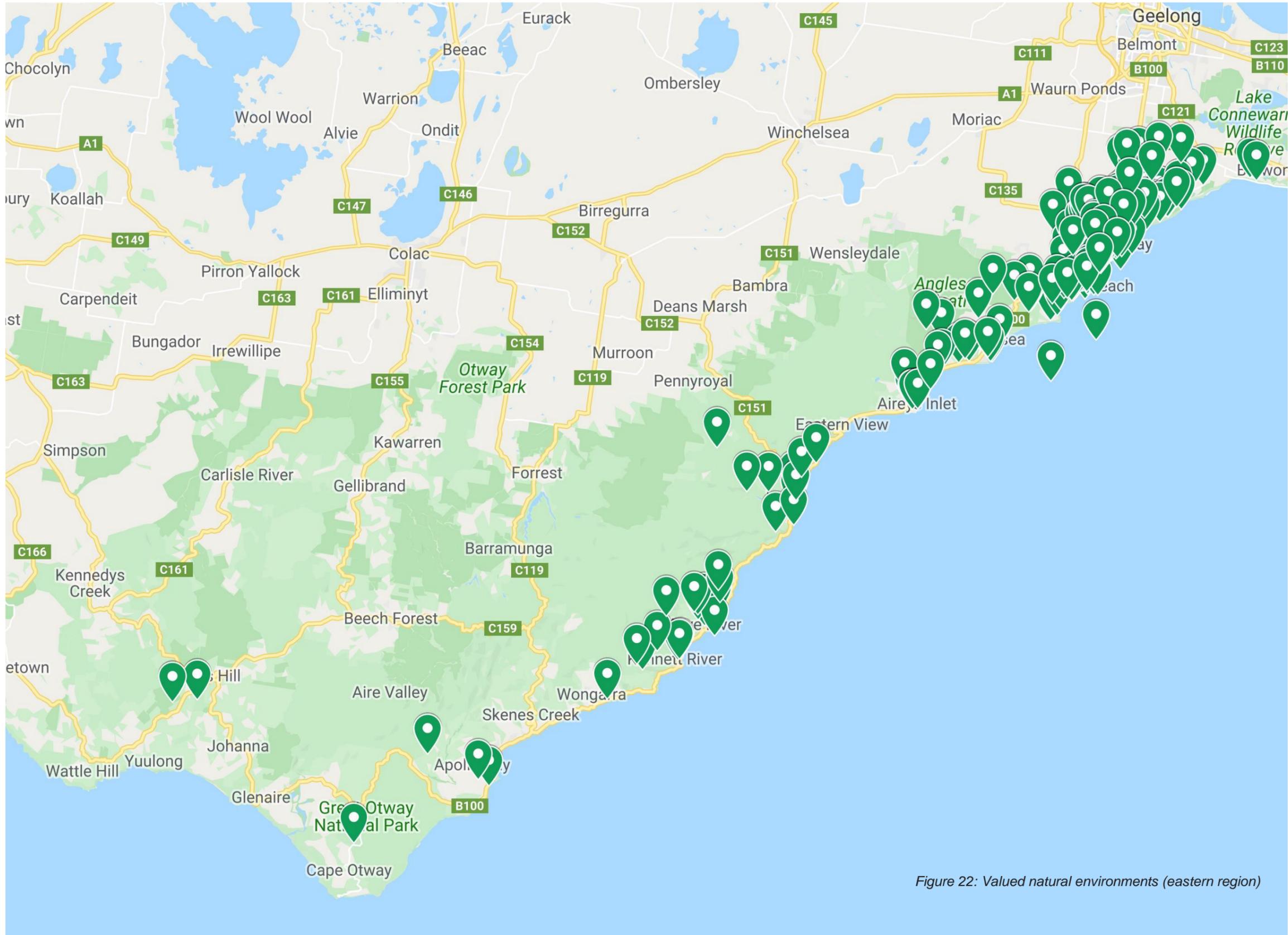


Figure 22: Valued natural environments (eastern region)

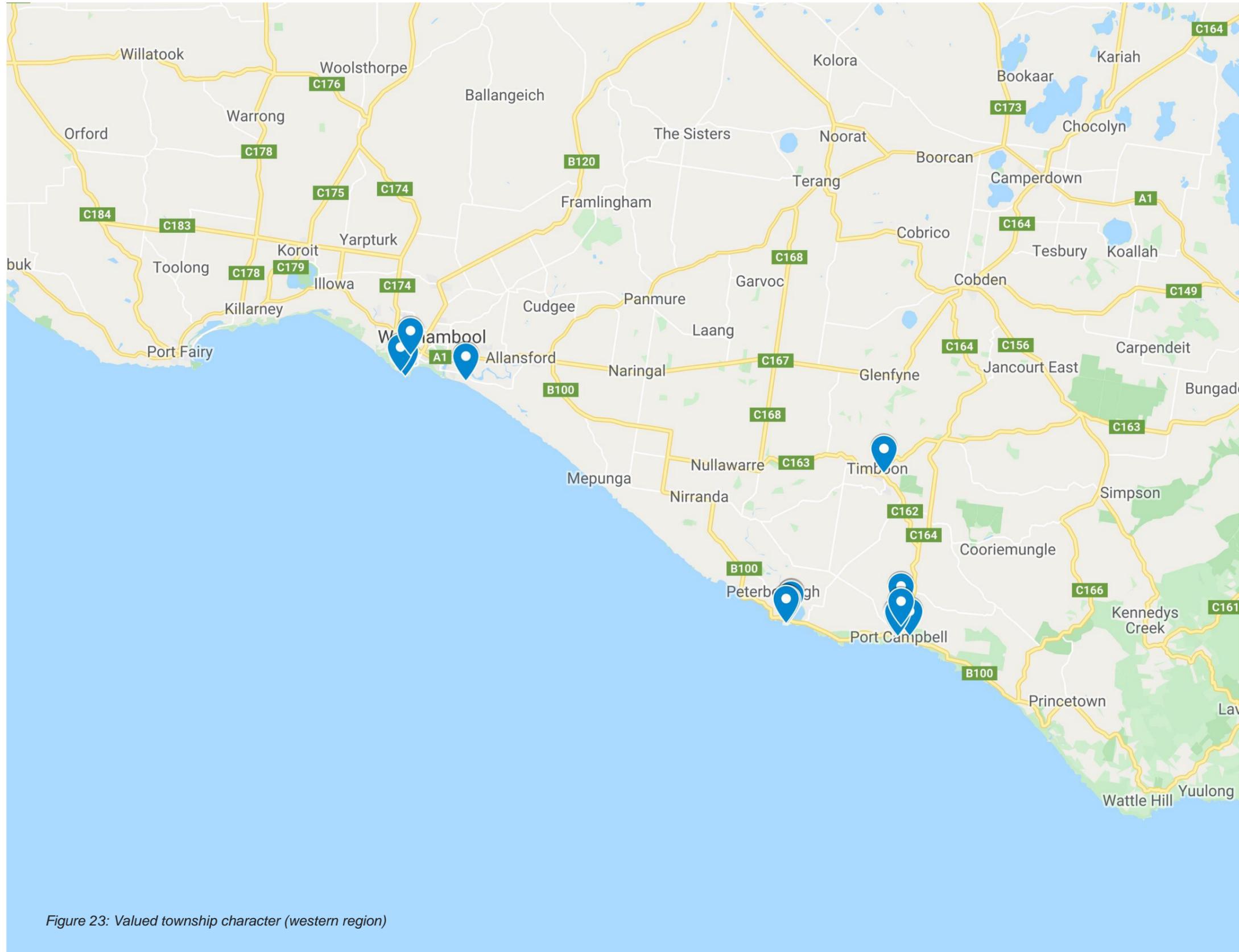


Figure 23: Valued township character (western region)



Figure 24: Valued township character (eastern region)