

Great Ocean Road Strategic Framework Plan – FACT SHEET

Great Ocean Road Action Plan - Action #9 July 2025



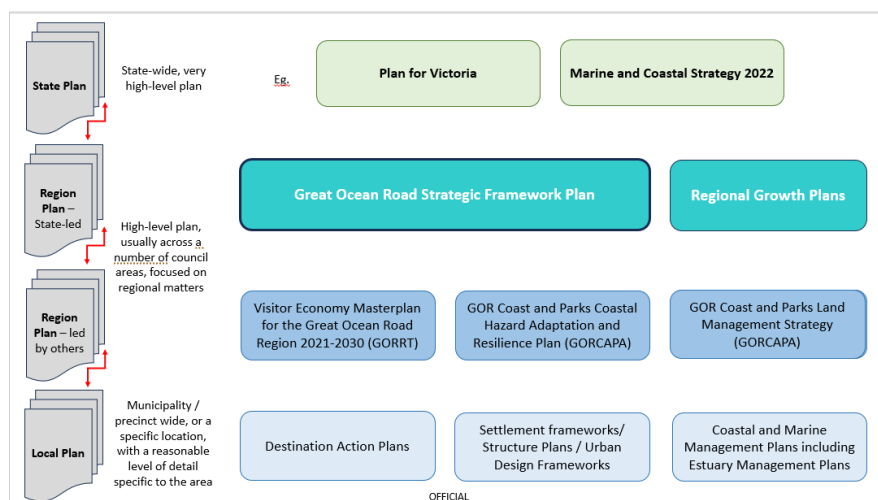
The Department of Energy, Environment & Climate Action (DEECA) is currently developing the Great Ocean Road Strategic Framework Plan (SFP) in accordance with the requirements of the *Great Ocean Road and Environs Protection Act 2020* (GOREP Act).

The Plan will provide an overarching regional view of land use planning for the Great Ocean Road region, linking State planning policy and strategies, including Plan for Victoria, with other regional and local strategies.

The Plan will have a 50-year outlook and will identify the values, priorities and preferences of the Victorian community in relation to the Great Ocean Road region. It will replace the [Great Ocean Road Region Strategy \(2004\)](#) which was prepared in 2004 to manage land use and transport growth demands for the following 20 years.

It will provide clear direction, enable consistent decision making and streamline planning approvals for the Great Ocean Road region from Torquay to Warrnambool. It will not provide localised direction, which is the role of local planning activities, including structure planning.

Figure 1: Hierarchy of strategic planning documents



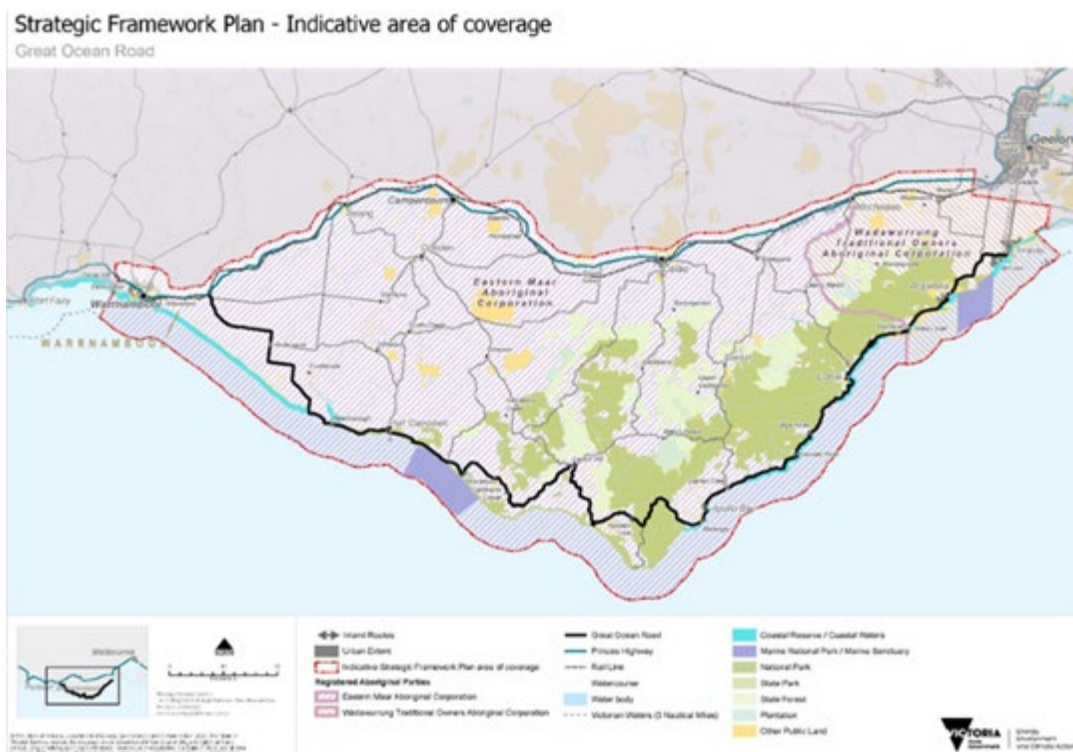
The Plan will enable coordinated planning and decision-making by the 17 responsible entities prescribed under the GOREP Act as being required to have regard to it.

The Plan will:

- provide the strategic direction for the future use of land and sustainable economic development across the region.
- protect the natural environment, cultural and heritage values and characteristics of the scenic landscapes along the Great Ocean Road and coastal areas that are the visitor attraction.
- take into account the projected impacts of natural processes and climate change.
- identify areas for key visitor facilities and infrastructure and set out an approach to visitor management within the Great Ocean Road Coast and Parks.
- result in stronger planning controls for the scenic landscapes along the Great Ocean Road and coastal areas as outlined in Part 3AAC of the *Planning and Environment Act 1987* (PE Act).

The indicative area of coverage of the Plan is provided below.

Figure 2: Strategic Framework Plan study area



Echelon Planning has been appointed to draft the Plan and Background Report documents.

Technical Work

Several streams of technical work have commenced or been completed that will be foundational inputs to the development of the Plan.

Landscape character and significance assessment – This work will update the 2003 landscape assessment (coastal areas only) as input to the Strategic Framework Plan and inform any new / amended planning controls necessary to protect significant landscapes.

Bushfire Evidence Base - This work identifies areas of bushfire risk which can then be considered alongside other factors to help determine areas of opportunity and areas of protection within the Great Ocean Road region.

Traditional Owner cultural heritage – Cultural values assessments are being undertaken by the Eastern Maar Aboriginal Corporation and the Wadawurrung Traditional Owners Aboriginal Corporation to identify areas of cultural heritage significance and propose recommendations for their protection.

Integrated Transport Strategy – This work will consider the development, delivery and maintenance of transport infrastructure required to enable the policy directions identified in the Strategic Framework Plan.

Tourism and Visitation Strategy – This work will identify the priority tourism and visitation challenges and opportunities in the region and provide advice on potential tourism actions that could be considered for inclusion in the Strategic Framework Plan.

Touring Route Supporting Infrastructure Assessment – This work provides a high-level assessment of the infrastructure provision and quality directly associated with visitor experience. It provides guidance on priorities for investment in Great Ocean Road visitor supporting infrastructure and amenities.

Historic heritage – This work outlines the heritage values in the region and identifies issues and opportunities as a basis for advice on the management of post-colonial heritage values within the study area into the future.

It is anticipated this technical work, once completed, will be released alongside the Strategic Framework Plan Background Report.

Collaborative development

The Plan is being developed collaboratively with Traditional Owners, councils, government agencies and key stakeholders.

Targeted industry engagement has been undertaken in relation to the specialist areas of tourism and transport. These discussions provide independent input to the development of the Plan.

Previous community feedback is being used to shape the Draft Plan. There will be further opportunities for the community to provide input to its development when the Draft Strategic Framework Plan is released for public comment and submission in early 2026.

Timeline

October 2018	• Release of Great Ocean Road Action Plan
May – August 2019	• Community consultation on aspirations for the region
2021 - Mid 2025	• Preparation of technical work
Ongoing	• Collaborative development of draft directions with responsible public entities
Mid 2025	• Release of Background Report and technical work (community input)
Late 2025	• Preliminary Draft Strategic Framework Plan for discussion with responsible public entities
Early 2026	• Community consultation on Draft Strategic Framework Plan

For more information on these Great Ocean Road reforms, check out:

<https://www.marineandcoasts.vic.gov.au/marine-coastal-management/great-ocean-road-action-plan>

We acknowledge Victorian Traditional Owners and their Elders past and present as the original custodians of Victoria's land and waters and commit to genuinely partnering with them and Victoria's Aboriginal community to progress their aspirations.



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