

# Media Release

**The Hon Lily D'Ambrosio MP**

Minister for Energy, Environment and Climate Change  
Minister for Suburban Development



**DELIVERING  
FOR ALL VICTORIANS**

Friday, 12 October, 2018

## **ACTION PLAN TO PROTECT THE GREAT OCEAN ROAD**

The Andrews Labor Government has unveiled a landmark plan to protect the Great Ocean Road coast and its parks for generations to come.

Minister for Environment Lily D'Ambrosio joined Minister for Tourism John Eren, Chair of Eastern Maar Aboriginal Corporation Jason Mifsud and Wadawurrung Geelong Office Manager Corrina Eccles in Lorne today to launch the *Great Ocean Road Action Plan*.

The Plan includes a range of far-reaching reforms to preserve and enrich the iconic region along Victoria's south-west coast, including a dedicated agency with an independent board to protect the area and its environment.

Under the plan, stand-alone legislation will recognise the landscapes of the Great Ocean Road as 'one integrated and living entity', with an overarching strategic framework plan for the length of the Road, enshrined in law.

The Plan also includes a new planning approvals process to stop inappropriate development and encourage environmentally-sustainable developments.

Like many international tourist destinations, places along the Great Ocean Road are challenged by increasing numbers of visitors, forces of nature – and the impacts of climate change.

The coast, parks and scenic landscapes along the Great Ocean Road are so important that they need, and deserve, their own management arrangements.

The plan follows 26 recommendations made by the independent Great Ocean Road Taskforce, which carefully considered community feedback provided in face-to-face conversations with 780 people and more than 570 submissions.

To view the plan and the Co-Chair's Final report, visit [engage.vic.gov.au](http://engage.vic.gov.au)

### **Quote attributable to Minister for Energy, Environment and Climate Change Lily D'Ambrosio**

*"This action plan will protect the Great Ocean Road and its environment for the long-term and ensure we are prepared for the challenges this coastal environment will face in the years to come."*

### **Quote attributable to Minister for Tourism and Major Events John Eren**

*"This is about preserving and enriching the natural beauty of this iconic destination, which attracts so many visitors from Victoria, Australia and around the world every year."*

### **Quote attributable to Minister for Regional Development Jaala Pulford**

*"This plan is about protecting the environment of the Great Ocean Road, and the jobs, businesses and communities that rely on it."*

### **Quote attributable to Minister for Planning Richard Wynne**

*"This plan will stop overdevelopment along the coast and protect its rugged character for future generations."*

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