

21.04 TOURISM

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This Clause provides local content to support Clause 17.03 (Tourism) of the State Planning Policy Framework.

21.04-1 Key Issues and Influences

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- The tourism industry is underpinned by the coastal location, environmental values and scenic qualities of the Surf Coast.
- Tourism benefits the community by injecting money into the local economy, providing jobs, improving facilities, creating opportunities for business and stimulating improved transport services.
- The focus of tourism is broadening as tourist developments seek to capitalise on the environmental and landscape values of the rural hinterland for nature and farm based tourism, while providing opportunities for the diversification of struggling rural enterprises.
- The Great Otway National Park presents opportunities for the development of nature and adventure based activities, focussed around a diversity of passive and active recreational options for visitors.
- The benefits of tourism needs to be balanced against the potential negative impacts, including:
 - impacts on local communities through loss of amenity, overtaxing of services, pressure on infrastructure (water supply, wastewater treatment, waste disposal, roads, car parking) and environmental damage;
 - pressure for higher density and larger scale urban tourist development, which can compromise the low scale and vegetated character of the coastal townships; and
 - pressure for tourism development in rural and environmentally sensitive locations along the coast and in the rural hinterland, which has potential to compromise the natural environment, landscape values and agricultural activities.
- Uneven concentration of tourist visitations that rely on peak holiday periods, day trips and the coast.
- Hospitality and tourism providers struggle to fill job vacancies and house employees, especially during peak periods.
- Increasing traffic volumes on the Great Ocean Road is resulting in congestion, traffic hazards and emergency response difficulties.
- Caravan parks provide a major component of affordable visitor accommodation in the Shire, however privately owned caravan parks are facing uncertain futures due to financial and development pressures.

21.04-2 Tourist development

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Objective

To enhance and expand the tourism industry, whilst protecting the environmental, landscape and cultural values of the Shire and the lifestyle of its residents.

Strategies

- Locate high profile, high volume tourism development in appropriate urban areas where their impacts and infrastructure requirements can best be accommodated.
- Limit non-agricultural based tourism development to the Lorne coastal hinterland and other selected rural areas. Such developments to be small scale, nature and adventure based tourist activities and accommodation that are compatible with natural processes.
- Encourage agriculture based tourism development in the rural hinterland to assist in diversification of the rural economy. Such development to be small scale and in character with the immediate rural/agricultural environment
- Ensure new tourism development uses high quality, low intensity, unobtrusive, site responsive buildings and works based on ecologically sustainable design principles.
- Encourage use and development that will increase visitor length of stay and increase visitor numbers in the off-peak period.
- Facilitate the provision of appropriate infrastructure to support the tourism industry.
- Encourage the development of a diverse range of quality tourist accommodation and facilities to meet changing visitor needs.
- Consider provision of caravan parks in appropriately located areas to provide for affordable visitor accommodation.

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Implementation

The strategies will be implemented by:

Using policy and the exercise of discretion

- When deciding on applications for tourist developments in a non-urban zone, consider:
 - Tourism development in the farming areas of the Shire should generally be of a small scale that does not compromise the agricultural use of the land.
 - Tourism development should be of a nature, designed and sited to avoid conflict with existing rural uses, preserve the rural landscapes and environmental values, avoid loss of high quality agricultural land, and be within proximity of existing townships.
 - Tourism development should enhance the environmental condition of the land through protection and re-establishment of native vegetation and control of pest plants and animals, erosion, salinity, stormwater and nutrient runoff. This should be demonstrated through the development and implementation of a management plan.
- Discourage tourism development from locating in prime farming areas, particularly in areas with an open rural landscape.

Applying zones and overlays

- Applying a Special Use Zone to land within urban townships specifically suitable for more intensive tourism development.
- Applying a Design and Development Overlay to enhance the design and built form of tourist precincts.

Undertaking further strategic work

- Investigating the development of sustainable design guidelines for tourist developments in rural areas.

Other actions

- Investigating with DPCD options for broadening the scope for limited tourism opportunities in the Rural Conservation Zone that support environmental outcomes on the land.