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The Great Ocean Road region

Objective

To manage the sustainable development of the Great Ocean Road region.

Strategies

Protect public land and parks and identified significant landscapes in the Great Ocean Road region.

Ensure development responds to the identified landscape character of the area.

Manage the growth of towns by:

- Respecting the character of coastal towns and promoting best practice design for new development.
- Directing urban growth to strategically identified areas.

Manage the impact of development on catchments and coastal areas.

Manage the impact of development on the environmental and cultural values of the area.

Improve the management of access and transport by:

- Managing the Great Ocean Road for tourism and regional access.
- Enhancing the safety and travelling experience of the Great Ocean Road.
- Improving the safety and operational performance of the inland routes from the Princes Highway to the Great Ocean Road.
- Providing travel choices to and in the region.

Encourage sustainable tourism and resource use by:

- Developing a network of tourism opportunities throughout the region.
- Supporting tourism activities that provide environmental, economic and social benefits.
- Supporting the land use and transport needs of key regional industries including tourism.
- Using natural resources with care.

Policy documents

Consider as relevant:

- *Victorian Coastal Strategy* (Victorian Coastal Council, 2014)
- *The Great Ocean Road Region Landscape Assessment Study* (Department of Sustainability and Environment, 2003)
- *The Great Ocean Road Region - A Land Use and Transport Strategy* (Department of Sustainability and Environment, 2004)