

Your Great Ocean Road

GEARING UP FOR A FESTIVE SUMMER



I am excited to welcome you to the first edition of Our Great Ocean Road – a regular look at what’s happening along our much-loved coast.

And there will be a lot happening over the coming months as we anticipate one of the busiest peak summer seasons in recent years.

After Victoria’s wettest and coldest spring in 30 years, there is a sense of optimism when I speak to people and businesses along the Great Ocean Road about the upcoming summer.

Of course, much of this optimism comes on the back of three summers impacted by the COVID-19 pandemic, affecting tourism - and the many flow-on benefits for our local communities and economy - as public health, quite rightly, was the number one priority.

Our most recent data shows that the Great Ocean Road did have a resurgence in sports, entertainment and cultural events in 2021-22.

We issued permits for more than 190 events on coastal Crown land between Torquay and Apollo Bay – well up on the 70 we supported in the previous year.

And we expect the recovery to pre-pandemic levels of activity on our coast to ramp up in coming weeks and months with more than 20 significant events, in addition to the regular markets and occasions such as the Pier to Pub swim in Lorne.

This peak season kicked off with the recent Great Ocean Road Beach Volleyfest, and highlights along the coast – both new and returning – will include the Apollo Bay Carnival, many surf lifesaving carnivals and the By the C and Summersalt music festivals at Torquay Common.

As the manager of coastal land along the Great Ocean Road, we are responsible for authorising the use of our beaches and foreshores for events

that benefit local communities and the many visitors we can expect over summer.

We are looking forward to playing our part in the Great Ocean Road once again becoming the backdrop to thousands of visitor experiences over the coming summer period.

Importantly, we will be reinvesting all revenue from event permits back into protecting and enhancing the

pristine environment that makes the Great Ocean Road such a popular location – and so that future generations can continue to enjoy this special part of the world.

Jodie Sizer

CEO

Photo: Volleyball World Beach Pro Tour - Torquay 2022
Image via @shananphotos



KEEPING BEACH GOERS SAFE

Aside from the dreariness and inconvenience of our wettest spring in decades, the torrential downpours increase the likelihood of cliff collapses at high-risk areas such as Torquay, Jan Juc and Anglesea.

We have already seen three significant cliff collapses on land we

manage in the space of two months, and with increasing summer crowds, we are launching a Cliff Safety campaign to raise awareness of the risks to public health and safety.

Cliff collapses are unpredictable and can occur without warning, posing a significant risk to clifftop and beach users.

We are taking a range of actions to help minimise the impact of cliff failure, including:

- Warning signage;
- Ongoing monitoring including regular site visits, aerial imagery and drone surveys;
- Fencing on clifftops to keep users away from the cliff edge;
- Relocating amenities such as walking tracks away from the cliff edge; and
- In cases of extreme risk, closing unsafe areas. For example, the beach at Demons Bluff, west of Anglesea Family Caravan Park, remains closed.

of cliff hazards, risks and safety to reduce the likelihood of a cliff failure resulting in harm.

There are four simple points we want people to remember:

- **Stay away from cliffs and caves**
- **Stick to established tracks**
- **See the signs and follow guidance**
- **Share the word and warn others**

You can find about more about the new campaign by visiting:

greatoceanroadauthority.vic.gov.au/Coastal-Reserves/Cliff-Risk

While we are doing all we can to minimise risk to public safety, the new campaign is about increasing awareness among locals and visitors

While there is much to be excited about for the coming months, we want people to be safe when enjoying our coast this summer.

