

Cliff safety campaign 2024

STAKEHOLDER CAMPAIGN KIT
GREAT OCEAN ROAD REGION



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

The logo for Parks Victoria, featuring a stylized mountain range above the word "Parks" and "VICTORIA" below it.

Putting
Safety
First



Stakeholder pack



CLIFF SAFETY CAMPAIGN 2024

Thank you for taking part in this important safety campaign. This stakeholder pack has been prepared to assist you in sharing important information and messages in coastal cliff safety.

The purpose of the campaign is to leverage the vast networks of key stakeholders along the Great Ocean Road to raise awareness of cliff risks and make positive changes to behaviour around cliff safety.

This pack includes information and resources on:

- The issue
- How this campaign will help
- Key messages
- Resources
- Campaign timeline
- Contacts.



The issue

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

Cliffs and bluffs occupy 46% of the Victorian coastline and include some of the Great Ocean Road's most iconic natural sites. Many cliffs overlook beaches or rocky platforms that are popular coastal locations and surf breaks.

The dangers of cliffs have recently been demonstrated along the Great Ocean Road by major cliff collapses prompting the permanent closure of Demons Bluff Beach at Anglesea and the fatal rock fall at the Jarosite Headlands near Bells Beach on New Years Eve.

Factors including climate change, sea level rise, population and visitation growth are increasing the rate of change along the Great Ocean Road's dynamic coastline and impacting cliffs.

How this campaign will help

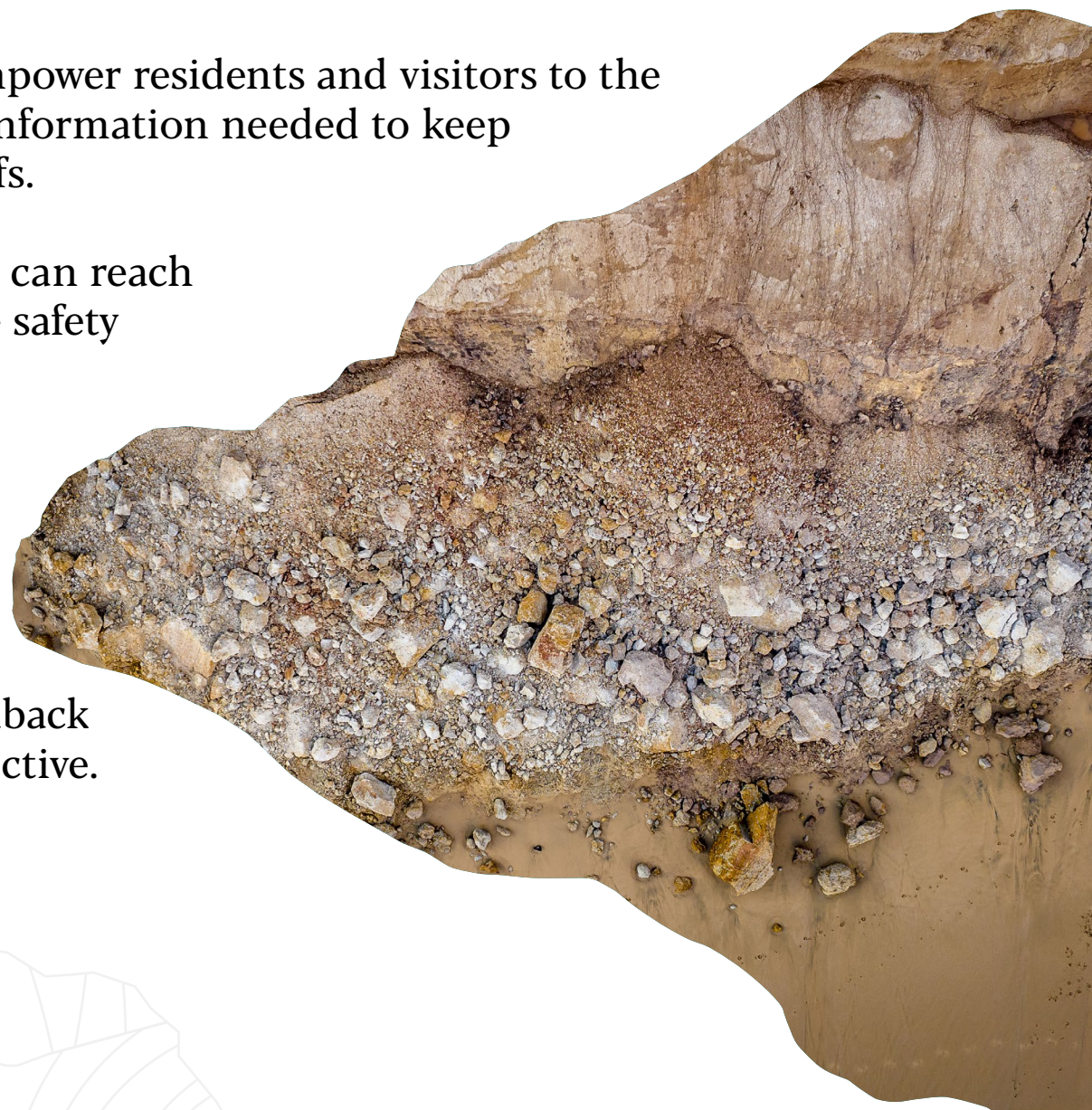
Ahead of the peak summer season, the Great Ocean Road Coast and Parks Authority is launching an educational campaign to increase awareness of cliff risks and promote positive behaviours to improve cliff safety.

This educational campaign aims to empower residents and visitors to the Great Ocean Road coastline with the information needed to keep themselves and others safe around cliffs.

By sharing the campaign messages, we can reach a far greater audience and improve the safety and enjoyment of visitors to the Great Ocean Road coastline.

We know these goals can only be achieved by working collaboratively with others.

We welcome your suggestions and feedback on how the campaign can be most effective.





DANGER
UNSTABLE CLIFFS
NO ENTRY

WARNING

UNSTABLE CLIFFS

Campaign key messages



STAY AWAY FROM CLIFFS AND CAVES

- Increase awareness of the dangers of cliffs and caves from above and below
- Provide guidance on safe distance from the base of cliffs - equal or more than the cliff's height
- Encourage safe behaviour around cliffs and caves.



STICK TO ESTABLISHED TRACKS

- Increase awareness of the dangers of informal tracks which can lead to unstable areas
- Promote use of official paths with formal signage.



SEE THE SIGNS AND FOLLOW GUIDANCE

- Promote actively seeking cliff safety signage, regardless of how often you visit
- Improve adherence to safety directives from formal bodies of management.



SHARE THE WORD AND WARN OTHERS

- Increase public awareness of the dangers of cliffs
- Encourage information sharing and leverage word of mouth messaging.

Resources

SOCIAL MEDIA ASSETS

You can help raise cliff safety awareness by sharing the materials available in this stakeholder kit with your community via social media and digital platforms.

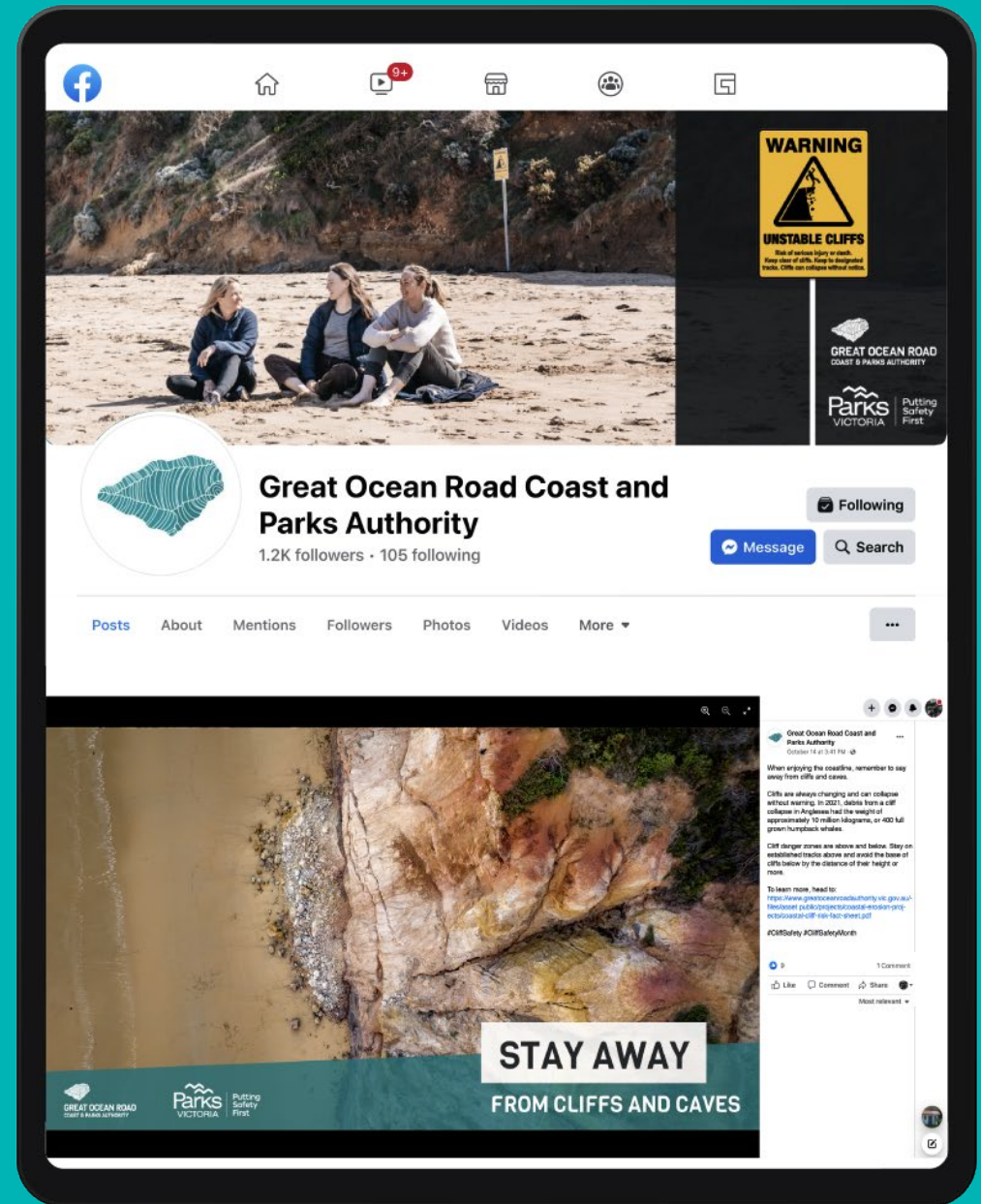
When posting about cliff safety and particularly while using these assets, we encourage you to us

If you post during February, we also encourage you to use the hashtag **#CliffSafetyMonth**

Social tiles are available for the following platforms:

- [FACEBOOK](#)
- [LINKEDIN](#)
- [X](#)
- [INSTAGRAM](#)

Click the above links to download images specific to each platform.



Suggested content

When enjoying the coastline, remember to stay away from cliffs and caves.

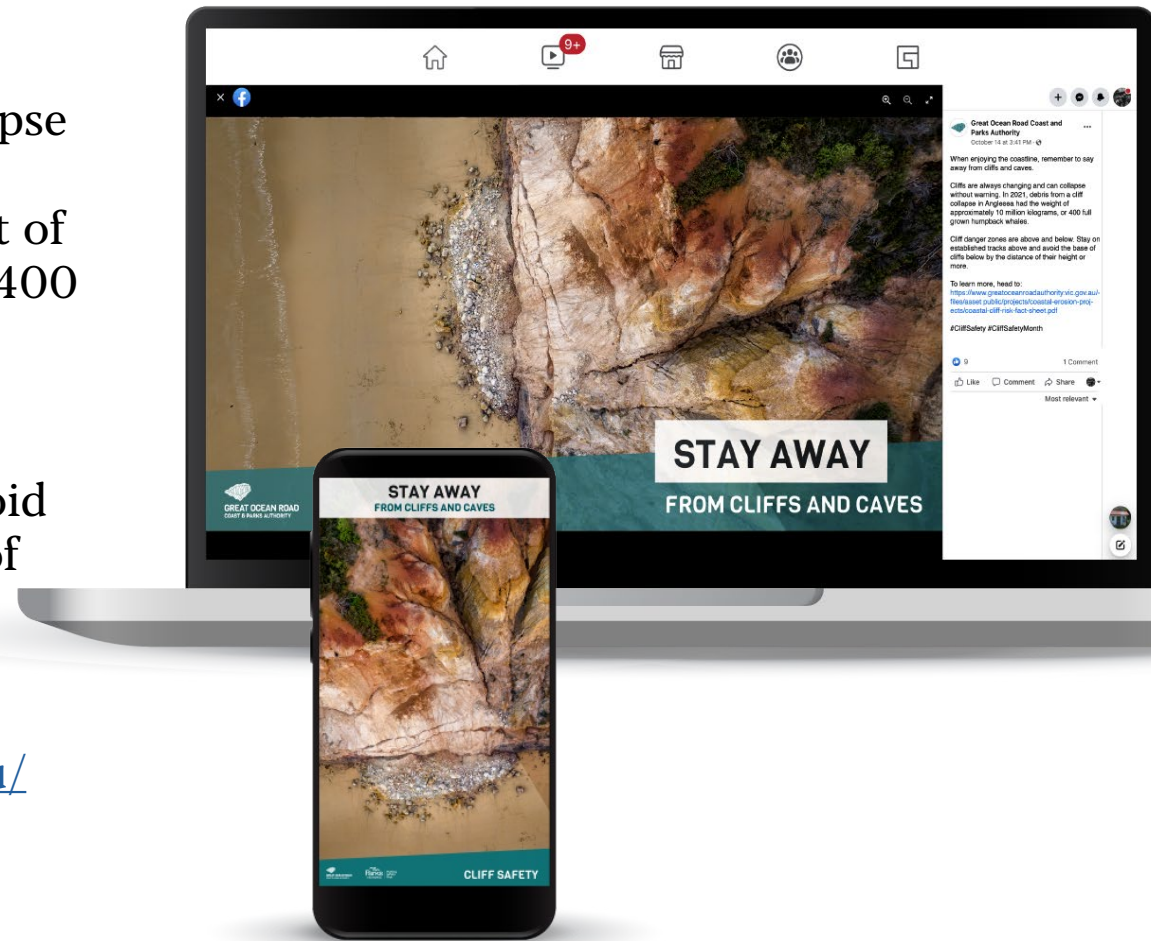
Cliffs are always changing and can collapse without warning. In 2021, debris from a cliff collapse in Anglesea had the weight of approximately 10 million kilograms, or 400 full grown humpback whales.

Cliff danger zones are above and below. Stay on established tracks above and avoid the base of cliffs below by the distance of their height or more.

To learn more, head to:

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

#CliffSafety #CliffSafetyMonth



STAY AWAY
FROM CLIFFS AND CAVES

Suggested content

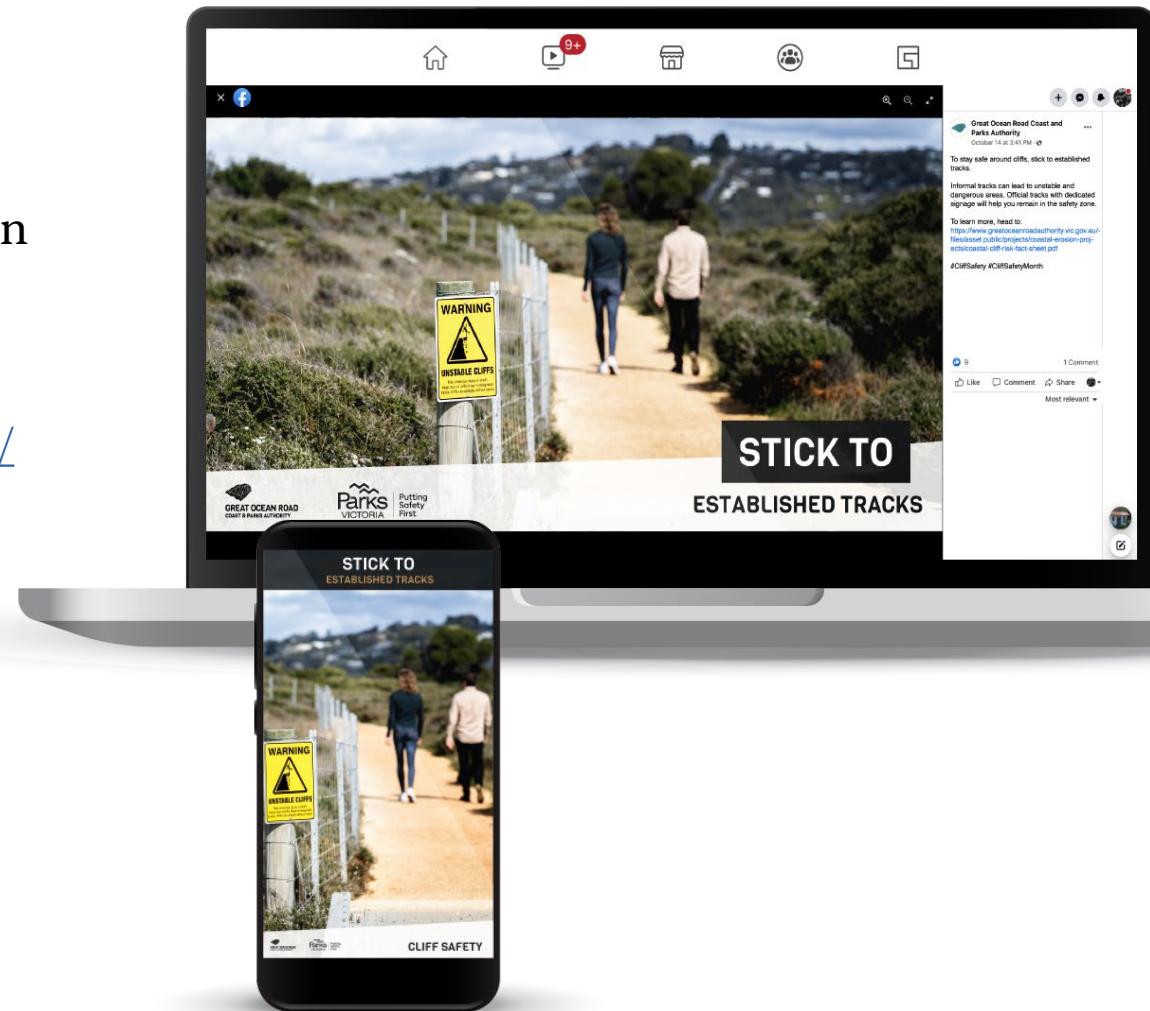
To stay safe around cliffs, stick to established tracks at all times.

Informal tracks can lead to unstable and dangerous areas. Official tracks with dedicated signage will help you remain in the safety zone.

To learn more, head to:

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

#CliffSafety #CliffSafetyMonth



**STICK TO
ESTABLISHED TRACKS**

Suggested content

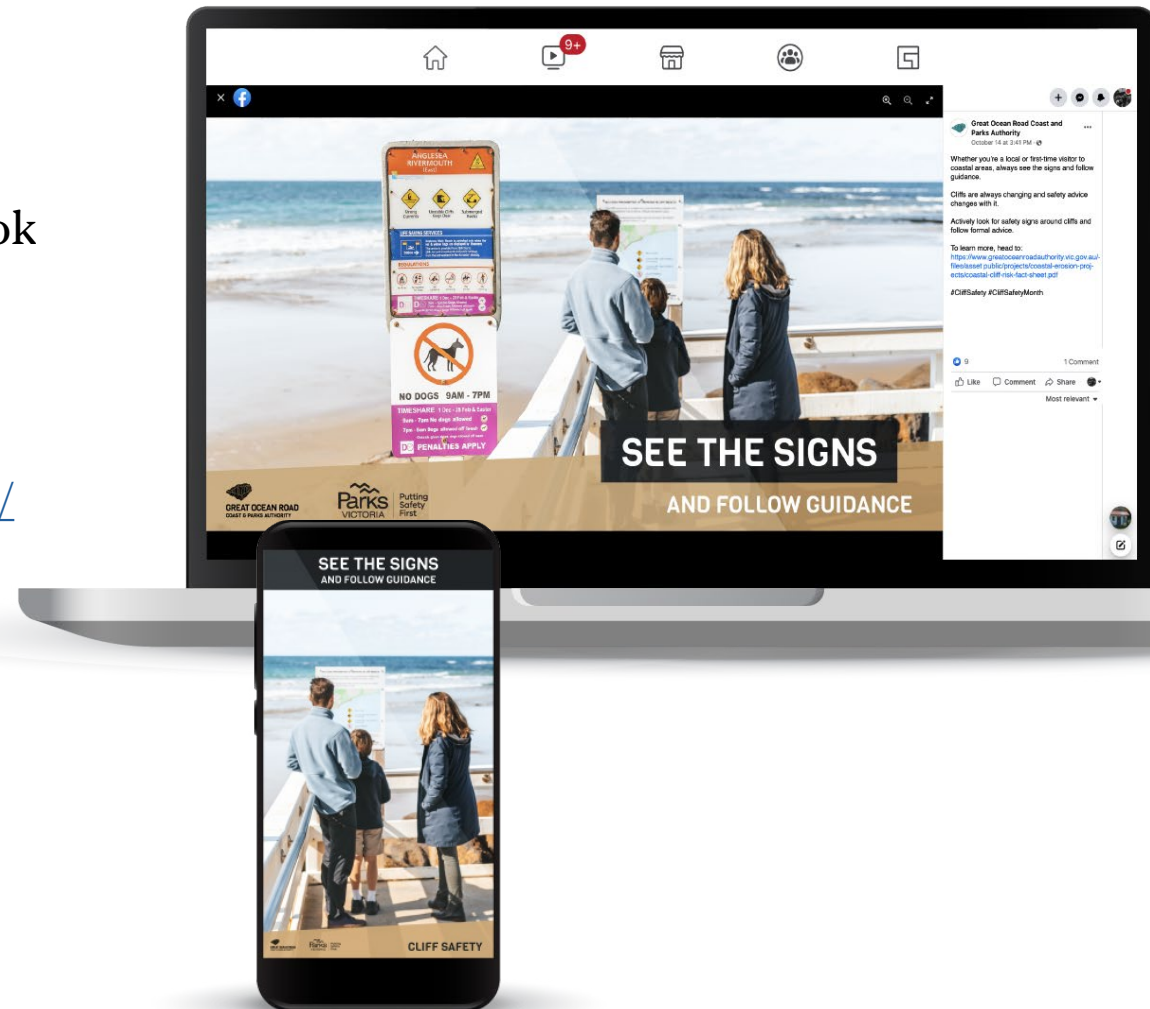
Whether you're a local or first-time visitor to coastal areas, always see the signs and follow guidance.

Cliffs are always changing and safety advice changes with it. Actively look for safety signs around coastal cliffs and follow formal advice.

To learn more, head to:

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

#CliffSafety #CliffSafetyMonth



SEE THE SIGNS
AND FOLLOW GUIDANCE

Suggested content

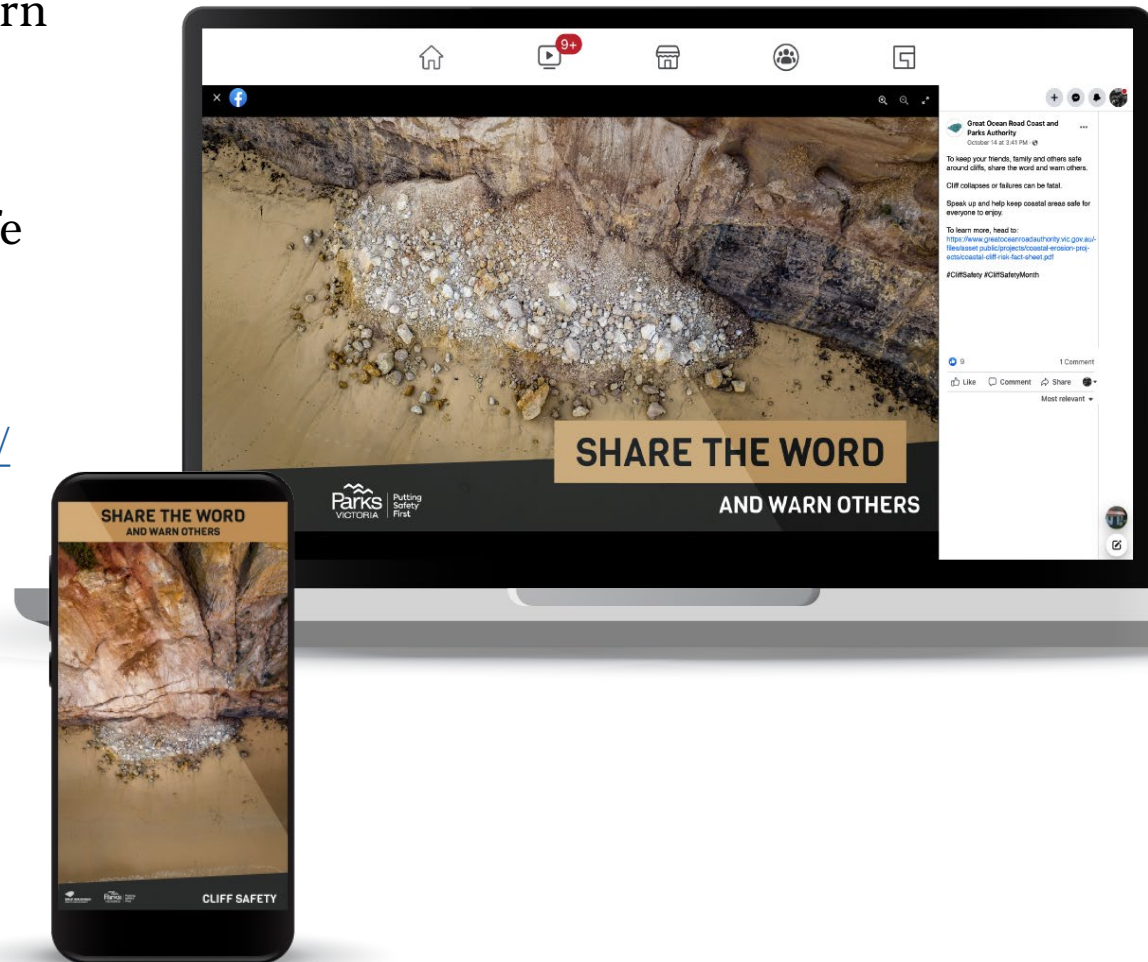
To keep your friends, family and others safe around cliffs, share the word and warn others.

Cliff collapses or failures can be fatal. Speak up and help keep coastal areas safe for everyone to enjoy.

To learn more, head to:

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

#CliffSafety #CliffSafetyMonth



SHARE THE WORD

AND WARN OTHERS

Suggested content

February is #CliffSafetyMonth.

The height of summer in Australia is often enjoyed alongside the height of coastal cliffs.

Cliffs are loved for their natural beauty, shade and views over the coast. They also pose significant risks if not enjoyed safely.

Enjoy the coast safely this summer by following these important guidelines:

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

To learn more, head to:

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

#CliffSafety



CLIFF SAFETY MONTH

1-31 JANUARY 2023

Further Resources

Great Ocean Road Coast and Parks Authority

[Cliff risk fact sheet – English](#)

[Cliff risk fact sheet – Simplified English](#)

[Cliff risk fact sheet – Simplified Chinese](#)

[Cliff risk fact sheet – Arabic](#)

[Cliff risk fact sheet – Vietnamese](#)

[Demons Bluff beach closure fact sheet](#)

[Coastal erosion projects along the
Great Ocean Road](#)

[Coastal erosion management fact sheet](#)

Victorian Coastal Monitoring Program

[Visit Website](#)

Contact us

For any questions or concerns regarding this campaign, please speak with our team at:
info@greatoceanroadauthority.vic.gov.au or
call 1300 736 533.

Connect with us on:



Continue the story.

www.greatoceanroadauthority.vic.gov.au



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COAST & PARKS AUTHORITY


Parks
VICTORIA

Putting
Safety
First