

TWELVE APOSTLES

Tour Operators Manual

October 2026



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY



We acknowledge and respect the separate and distinct Wadawurrung Peoples and Eastern Maar as the Traditional Owners of the Great Ocean Road's land, waters, seas and skies and recognise their cultural knowledge that has led to sustainable practices and has cared for Country over tens of thousands of years.

We honour Elders past and present and express gratitude for their sharing of wisdom that has ensured the continuation of culture and traditional practices.



Welcome to the Tour Operators Manual

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Who this manual is for

This manual is for Tour Operators who regularly visit the Twelve Apostles precinct and Keerray Woorroong Visitor Centre.

Tour operators bring high volumes of visitors to the Twelve Apostles precinct - roughly half of visitation is expected to arrive by coach or coaster.

Great Ocean Road Coast and Parks Authority (GORCAPA) works with tour operators in two ways:

- All tour operators must hold a current licence and comply with park rules and tour operator licence terms and conditions. Tour Operator's obtain a licence (called a Tour Operator Licence) through GORCAPA as the appointed public land manager. Information can be found here:
<https://www.greatoceanroadauthority.vic.gov.au/Land-We-Manage/Leases-licences-and-permits/Licensed-Tour-Operators>
- Onsite at the visitor centre, tour operators work with the Visitor Experience Manager and team. Contact the team:
 - Phone 03 5541 5111
 - Email: twelveapostles@greatoceanroadauthority.vic.gov.au
 - Support information:
<https://www.greatoceanroadauthority.vic.gov.au/Projects/Twelve-Apostles-Visitor-Centre/Industry-Updates>



Keerray Woorroong Visitor Centre



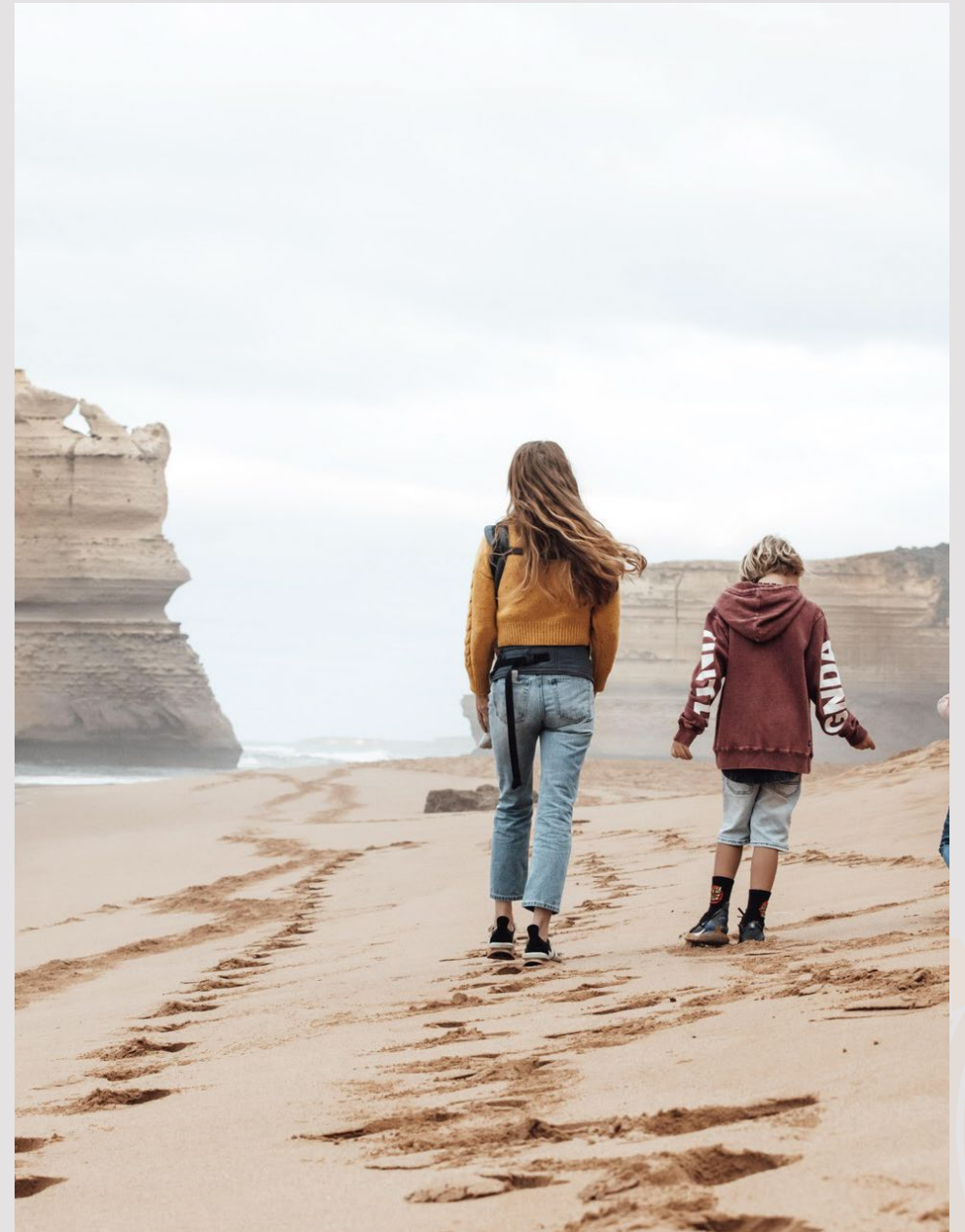
Objectives of...

The New Visitor Centre

“ The Twelve Apostles Precinct will change how visitors experience the region.

It will provide safer and easier access to nature's greatest attractions, while protecting the environment and cultural history at this spectacular location.

”



A New Era for the Twelve Apostles

For decades, the Twelve Apostles has welcomed millions of visitors to a single moment: a forty-five minute stop to take a photo then leave. The view is extraordinary, but the experience around it has not matched it.

The new Twelve Apostles Precinct transforms a brief stop into a destination. With a new Visitor Centre, an integrated precinct, expanded amenities, layered storytelling, and people on the ground who want to share the incredible stories of this unique area with every visitor who will leave feeling they were somewhere special, not just that they saw something.

THE TRANSFORMATION

From a 45-minute stop

to a destination experience

The single biggest commercial and visitor-experience lever for the new precinct. Every additional thirty minutes of dwell time means more time to understand, more time to spend, and more time to feel what this coast really is.



The centre's purpose

Improved visitor experience

- Visitor satisfaction
- Value for money
- Visitor dispersal
- Safety
- Demand management
- Increased dwell time

Regional investment

- Increased overnight stays
- Regional spend
- Local jobs
- Local businesses
- Reduced pressure

The visitor booking system and fee is a proactive step to ensure the Twelve Apostles can be enjoyed safely and sustainably into the future.

Reinvestment

- Fees (once introduced) will fund the operation and maintenance of the Twelve Apostles precinct
- GORCAPA is legally required to reinvest all revenue from across the coast and parks back into the coast and parks from Torquay to Warrnambool
- **Reinvestment** into environmental and infrastructure projects



What's New?

Every element of the precinct has been designed, redesigned, or expanded. The new experience is more than the building itself; the spaces around it, the experiences inside and around it, and the way visitors arrive, move, and leave. Below is the day-one inventory of what's new.

BUILDING & SPACES

- ◆ **Keerray Woorroong Visitor Centre**
World-class architecture, sustainable build
- ◆ **Rooftop Native Garden**
Walkable garden lookout to the Apostles
- ◆ **Revitalised F&B Offer**
Indoor seating with places within the precinct to eat outdoors
- ◆ **Keerray Woorroong Experience**
Audiovisual and static display telling the layered stories of this place
- ◆ **Parent & Changing Places**
Major accessibility uplift
- ◆ **Sensory & Quiet Room**
Inclusive space for neurodiverse visitors
- ◆ **New & Increased Bathrooms Facilities**
Major facilities uplift
- ◆ **Moiety Lookout / Saddle Lookout**
New elevated viewing deck across the coast
- ◆ **Poombeeyt Koontapool – The Blowhole Lookout**
New lookout including improved access and experience

EXPERIENCE & STORYTELLING

- ◆ **Interpretive Arrival Gallery**
Place-grounded story of land, sea & people
- ◆ **Talks and Tours**
Information & experiences across the precinct
- ◆ **Digital Self-Guided Tours**
Web-based, QR-activated, image + audio + text
- ◆ **AI-Assisted Storytelling (digital)**
Translation & enhanced delivery
- ◆ **Curated F&B Offer**
Local produce, curated food offering
- ◆ **Curated Retail**
Local makers & EMAC artists
- ◆ **Pre-Arrival Experience**
Information related to safety, experience & opportunities

OPERATIONS & ACCESS

- ◆ **Pre-Booked Capacity Model**
Dispersal, anticipation & pre-arrival comms
- ◆ **Integrated Car & Bus Parking**
Expanded, line-marked, overflow capacity
- ◆ **Number Plate Recognition**
Future-ready, contactless arrival
- ◆ **EV Charging**
Sustainable visitor infrastructure
- ◆ **Improved Wayfinding**
Icon-led signage
- ◆ **Twelve Apostles Ambassadors**
Roving people-layer across the precinct
- ◆ **Real-Time Capacity Monitoring**
Safer, smoother peak operations

Visitor Centre Features

Welcome foyer



Features:

- Eastern Maar designed feature skylight and seating
- Interpretive plinths, with information on themes including Indigenous Culture, European history, geology and environment.
- Animation table
- Information desk
- Access to walking paths, café, retail shop, Immersive Space and amenities

Visitor Centre Features

Café and kiosk

- New café offering an extensive menu incorporating local produce
- New kiosk for take away, hot and cold beverages and snacks
- Indoor seating
- Outdoor seating
- 'Grab and go' to enjoy in outdoor spaces

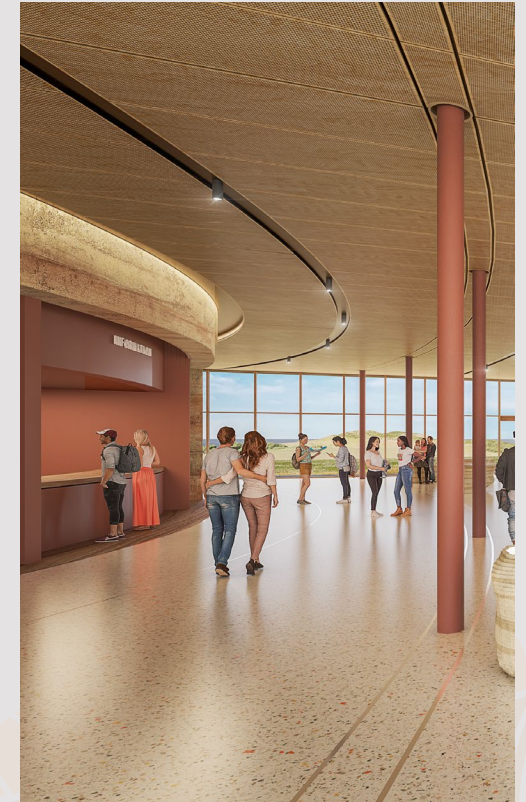


Visitor Centre Features

Visitor Information Desk & Retail shop

A visitor information desk is located in the welcome foyer. The desk will be staffed by visitor experience team who will be able to assist with information on the precinct and wider Great Ocean Road area.

New, improved retail shop. A large retail space offering a wide range of merchandise including small souvenirs, books, branded items and a dedicated Eastern Maar retail range featuring Cultural pieces and products created by Eastern Maar artists.



Visitor Centre Features

Eastern Maar immersive space, rooftop walk and lookout

Immersive space

The long-term vision is an Eastern Maar-led Immersive Experience, offering visitors a high-quality, meaningful and unique cultural experience. In the meantime, the space will be activated using a mix of audiovisual and static displays to tell the layered stories of this place, beginning with a Welcome to Country through the deep history and geology, the new precinct, the people connected to this landscape, and the environmental story of the national park and surrounding area.

Rooftop Garden

Rooftop garden with ocean views and ample photography opportunities.



Visitor Centre Features

Walking tracks, tours and talks

Pop-up talks

Free, pop-up talks delivered by staff at locations across the precinct throughout the day.

Digital Self-Guided Tours

Web-based and QR-activated, combining audio and text with AI-enhanced storytelling and translation.

Guided Tours

Coming soon - guided tours

A 45-minute roundtrip walk to the viewing platforms

The average person walking at a relaxed pace would need approximately 15 minutes to walk from the visitor centre to the lookout (1km), time for viewing and photos, and 15 minutes (1km) return.



New entry and arrival

Boom gate entry

Entry to the new Visitor Centre parking facility will be via boom gates opened with QR code or number plate recognition (details provided at time of booking).

Boom gate & Centre operating hours

Peak Season **6 am to 9 pm** (Daylight saving)

Centre open 8am - 8pm

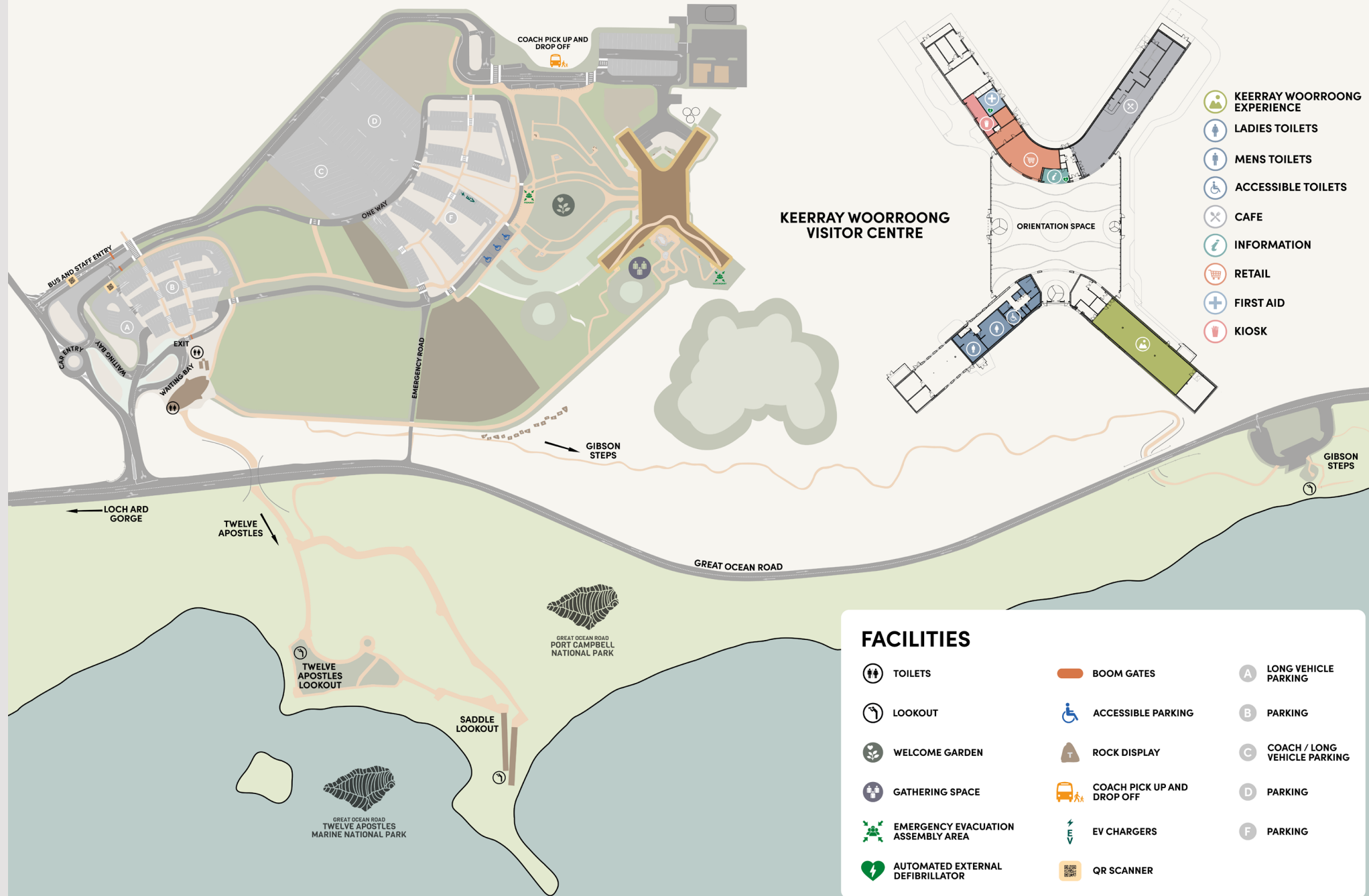
Low Season **7 am to 6 pm**

Centre open 9am - 5pm

- Boom gate access is required via pre-booked ticket
- Parking attendants onsite
- Dedicated coach / coaster entry and parking
- Bus drop off and pick up area
- Increased capacity for coaches / coasters



TWELVE APOSTLES PRECINCT



Information for Tour Bus Drivers/Guides



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY



Site Rules and Visitor Conduct

Clear, consistently applied site rules protect the experience, the environment and safety.

- **Smoking and Vaping**

While a completely smoke-free precinct is preferred, it is acknowledged that some visitors will smoke, so a designated area with smoking bins and signage to manage litter and fire risk has been established. Vaping is also to be confined to the smoking area.

- **Pets, Dogs and Animals (restricted in a National Park)**

The Twelve Apostles sits within the Port Campbell National Park, where pets are not permitted, although the Visitor Centre itself is outside the National Park boundary. Service and support animals are permitted on site under the Disability Discrimination Act 1992.

- **Food, Beverage and Alcohol**

Visitors are welcome to bring their own food and non-alcoholic drinks to enjoy in the outdoor gardens. External food and beverage is not permitted inside the Visitor Centre, where the operator provides options. Alcohol is permitted to be consumed in designated food and beverage areas operating under the red line license. [Red-line-plans.pdf](#)

- **Drones and Commercial Filming**

Drones are not permitted within the Twelve Apostles Precinct. Commercial filming may be permitted once a permit has been issued by GORCAPA on application and assessed on a case-by-case basis.

- **Waste and Housekeeping**

The precinct aims for a minimal-waste, single-use-plastic-free operation. Visitors are encouraged to take their waste with them as they leave the National Park area. Food and beverage and retail are required to use compostable containers and cutlery, dine-in service uses reusable plates and cutlery, and online receipts are encouraged. Only limited bins are placed strategically through the precinct, and these must be monitored actively so they do not overflow and affect the environment.

Driver Information – quick guide

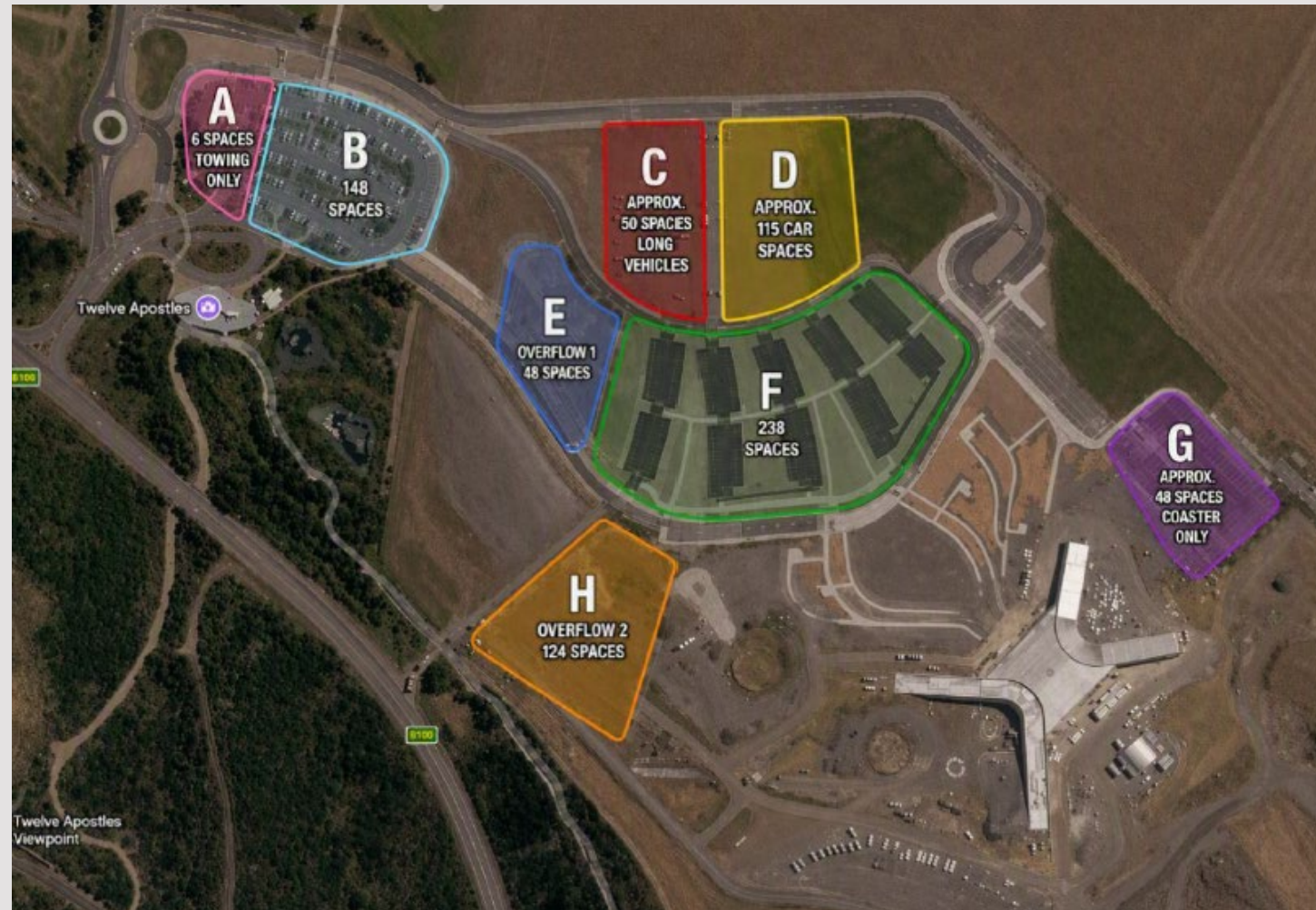
ARRIVAL (and DEPARTURE)

- All operators enter the site via the dedicated Licenced Tour Operator parking access.
- The boom gate that manages this access is called the Bus Gate.
- Boom gate access is via Licence Plate Number recognition or QR code (provided with booking confirmation)
- If arriving within the booked time window (which includes one-hour either side of the booked time) entry is guaranteed
- If you're running late, we aim to admit every valid ticket holder even if arrival is in excess of an hour late, however, outside of your booked window, entry cannot be guaranteed, particularly during peak times. If capacity allows – entry will be permitted.
- Drive to the bus drop off/pick up location – see map on page 16.
- Once passengers have exited the vehicle, proceed to park depending on the size of your vehicle (see map on next page):
 - Carpark C (for long vehicle coaches and buses exceeding 8 metres in length)
 - Carpark G (for coaster, minibus, van not exceeding 8 metres)
- To collect passengers, return to pick/up drop/off location.
 - An additional pick-up area is located near Booringa Road, but this is to be used in exceptional circumstances only. Pick up at this location will be monitored by staff.

NEED HELP?

- If you are running late (beyond the one-hour window from the booked time), or have other questions, please contact the Visitor Services team on: 03 5541 5111

Driver Information – quick guide



New Booking System



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The new booking system

MAKING YOUR BOOKINGS

- Licensed Tour Operators have access to the 'agent portal' of the booking system to make bookings as part of registering to be a licensed tour operator. This booking portal opens at 10 am on 5 October 2026.
- Existing/current Licensed Tour Operator information is preloaded into the back-end of the booking system; this enables operators to set up their agent portal with varying permissions.
- To set up your 'agent portal' follow this process: [Agent Portal Login Process.pdf](#)
- Bookings can be made using the step-by-step booking flow here: [Agent Portal Booking Flow 1.pdf](#)

NOT A LICENSED TOUR OPERATOR, BUT BRINGING TOUR GROUPS TO SITE?

- Other 'approved' businesses (such as Inbound Tour Operators) who also require access to the 'agent portal' can apply here: [Agent Booking Pass Application Form.pdf](#)

TICKET (VEHICLE) ALLOCATION

- The new booking system has been designed to allow all tour operators who are Licensed Tour Operators to meet their current businesses requirements.
- As part of the transition to a new booking system, we may experience overbooking. If you are unable to secure a space, please call the Visitor Centre to discuss on: 03 5541 5111.

FAQ's

**Find a number of frequently asked questions on the
Industry page here:**

<https://www.greatoceanroadauthority.vic.gov.au/Projects/Twelve-Apostles-Visitor-Centre/Industry-Updates>

