

Media Release

The Hon Lily D'Ambrosio MP

Minister for Energy, the Environment and Climate Change
Minister for Solar Homes



Friday, 8 October 2021

DELIVERING THE NEW GREAT OCEAN ROAD COASTAL TRAIL

The exciting new *Great Ocean Road Coastal Trail* is one step closer, with community consultation set to begin today on a masterplan to finalise the trail's route.

Minister for Energy, Environment and Climate Change Lily D'Ambrosio announced consultation on the plan for the trail that will cover about 90 kilometres of Great Ocean Road landscape from Fairhaven to Skenes Creek.

The Victorian Government has provided \$23.8 million to plan and deliver the trail, with the Federal Government contributing \$350,000 for planning through the Geelong City Deal.

It's anticipated the extended *Great Ocean Road Coastal Trail* will attract an extra 50,000 people to the region in its first five years and an extra \$47 million in visitor expenditure.

The trail will connect the Surf Coast and Great Ocean walks and is expected to include several suspension bridges providing new views and experiences – boosting eco-tourism and supporting the economies of local communities.

The masterplan will also finalise the location of infrastructure including camping sites, lookouts, boardwalks, bridges, river crossings, carparks, and day visitor areas. Construction of the trail is expected to begin in 2023.

The proposed trail runs through Easter Maar Country. Traditional Owners, the Eastern Maar Peoples, will be consulted to ensure the plan respects and promotes the rich cultural heritage of the area.

The consultation builds on engagement on a feasibility study completed in 2019. For more information visit forestsandreserves.vic.gov.au/initiatives/great-ocean-road-coastal-trail.

Quotes attributable to Minister for Energy, Environment and Climate Change Lily D'Ambrosio

"This trail will showcase the region's amazing natural assets and cultural history. It will be a drawcard for Victoria and will boost the local economy as it recovers from the impacts of the pandemic."

"Community consultation is really important, so we encourage locals to get involved and have their say."

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"We're investing in our renowned attractions so more people will visit them and stay for longer, and that means more jobs and strong businesses right along the Great Ocean Road."

Quote attributable to Minister for Communications, Urban Infrastructure, Cities and the Arts, Paul Fletcher

"This initiative is another example of how the Geelong City Deal is delivering lasting community infrastructure that helps increase the livability of the region and boost to the local economy."

Quote attributable to Liberal Senator for Victoria Sarah Henderson

"This trail will just not just deliver an incredible experience for visitors and tourists alike, it will also bolster our tourism economy by ensuring that visitors invest far more time and money in our region. This, in turn, will deliver greater dividends for accommodation providers, restaurants and other tourism attractions."

Quote attributable to Great Ocean Road Coastal Trail Project Control Board Chair, Steve Bracks AC

"This is a fantastic project and something locals have supported for some time. It will promote this special part of Victoria in a sustainable way, link coastal communities and benefit the entire region."

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