

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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NEW TRAILS STRATEGY TO BOOST GREAT OCEAN ROAD TOURISM

The Allan Labor Government is supporting the Great Ocean Road to become one of Australia's best nature based tourism destinations to boost eco-tourism, investment and support local jobs and business.

Minister for Environment Steve Dimopoulos today launched the Great Ocean Road Regional Trails Strategy 2025–35, a transformative plan to enhance the region's amazing network of trails.

Home to some of Victoria's most spectacular natural and cultural assets from the cascading waterfalls of the Otways to the rugged coastline of the Great Ocean Walk – attracting millions of visitors each year.

The new Strategy will support the local community and tourism business to encourage visitors to slow down, stay longer, and connect more deeply with nature, culture and community across the region.

For the first time, the Strategy brings together Traditional Owners, local councils, state agencies, tourism bodies and community groups to deliver a shared vision for the future of trails along the Great Ocean Road.

The Strategy identifies 12 iconic trail networks—including the Surf Coast Walk, Forrest and Anglesea mountain bike networks, the Great Ocean Road Coastal Trail, and scenic rail trails like Camperdown to Timboon and Port Fairy to Warrnambool—offering something for everyone, from families and day-trippers to serious adventurers.

Currently, many visitors drive the Great Ocean Road in a day, spending little time and money in the region.

By improving and promoting our trails, this Strategy encourages overnight and multi-day stays, bringing economic benefits to towns like Lorne, Apollo Bay, Port Campbell, and beyond.

Development of the Strategy has been supported by the Victorian Government as part of the Great Ocean Road Visitor Experience Uplift funding.

For more information and to read the strategy, visit greatoceanroadauthority.vic.gov.au.

Quotes attributable to Minister for Environment Steve Dimopoulos

"The Strategy provides a clear roadmap to realise the Great Ocean Road region's potential as a world-class trails destination, delivering benefits for local business and supporting jobs throughout the region."

"Whether it's short waterfall walks, multi-day hikes, scenic rail trails like Port Fairy to Warrnambool and Camperdown to Timboon, or mountain biking adventures in Forrest, the Great Ocean Road offers something for everyone."

Quotes attributable to Member for Western Victoria Gayle Tierney

"A well-connected trail network does more than guide people from point A to B — it draws visitors into our towns, supports local businesses, and helps keep jobs in the region. It means more people discovering what we locals already know — just how special this part of Victoria really is."

"I'm looking forward to seeing even more families, walkers, cyclists and adventurers out enjoying our stunning coast and countryside. This strategy is a big win for communities and tourism right along the Great Ocean Road."

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