

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Friday, 12 September 2025

NEW PLATFORM FOR GREAT OCEAN ROAD TOURISM

Tourists visiting the iconic Great Ocean Road now have access to a new viewing platform at the Loch Ard Gorge Blowhole in Port Campbell National Park, thanks to the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today officially opened the new \$8 million lookout named Poombeeyt Koontapool, which means 'Breath of the Whale' in the Keerray Woorroong language, alongside representatives from Eastern Maar Aboriginal Corporation.

The lookout will allow thousands of visitors each month to experience the blowhole as part of their trip to the iconic coastal drive.

The new platform project supported 44 local jobs during construction and has delivered a new sculptured viewing platform anchored into the edges of the blowhole, barnacle themed seating, upgrades to paths and other improvements – providing tourists and locals with a new view and a safer and more accessible experience.

The Labor Government also launched the *First Peoples Tourism Plan for Victoria 2025–2030* – to support First Peoples' participation in the state's \$40 billion tourism sector and create opportunities for visitors to engage more deeply with First Peoples' culture.

In 2023, more than 511,000 visitors participated in First Peoples tourism experiences as part of their Victorian travels and spent a total of \$1.3 billion.

For more information about the new viewing platform, and the Loch Ard Precinct, visit parks.vic.gov.au and to learn more about the *First Peoples Tourism Plan 2025–2030*, visit djsir.vic.gov.au.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"The stunning Poombeeyt Koontapool lookout will provide a new experience for the many visitors drawn to this iconic and culturally significant part of Victoria."

"The First Peoples Tourism Plan will provide more support to this growing sector, ensuring we grow these unique attractions and experiences – and our \$40 billion visitor economy."

Quote attributable to Minister for Treaty and First Peoples Natalie Hutchins

"We're working with Victoria's tourism industry and First Nations communities to showcase their custodianship, heritage and knowledge. This will create new opportunities for First Nations businesses while strengthening our state's visitor economy."

Quote attributable to Eastern Maar Aboriginal Corporation CEO Marcus Clarke

"The Blowhole Lookout - Poombeeyt Koontapool - has been guided by Eastern Maar voices to reflect Koontapool, the Southern Right Whale. It is shaped to reveal the power of the mighty Southern Ocean, while respecting the interconnectedness of Country and the spirit of this place."