

Media Release

Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



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LABOR IS DRIVING MORE TOURISM TO THE GREAT OCEAN ROAD

Labor is driving more tourists to the world-famous Great Ocean Road – delivering new jobs that will put money into local pockets.

The Allan Labor Government’s new Twelve Apostles Precinct Redevelopment is now another step closer, with the vast rammed-earth façade of the new Twelve Apostles Visitor Experience Centre now complete.

This rounds out the main structure of the building that will be a world-class gateway to Victoria’s stunning south-west.

Celebrated today by Minister for Regional Development Jaclyn Symes, the extensive structure will greet millions of visitors each year once the building is complete, part of a \$126 million redevelopment at Victoria’s most visited natural destination.

In a nod to the famous coastline opposite, the façade and walls were constructed layer-by-layer, from 1,500 tonnes of rock. The hand-formed structures were created by regional Victorian company Earth Structures, setting the scene for an immersive experience with nature.

Designed by Grimshaw, the Visitor Experience Centre will sit gently in the landscape, with hundreds of native plants extending across its low-profile rooftop and down to a large Welcome Garden.

Plants have been selected by the Eastern Maar Aboriginal Corporation, part of a collaborative design across the redevelopment that will introduce visitors to a deeper story of Keerray Woorroong Country.

The façade is also an example of how regional businesses are helping to shape this major project, with companies in Colac, Warrnambool, Geelong and Ballarat also engaged on construction of the building.

The Twelve Apostles Visitor Precinct redevelopment is a key project for the *Geelong City Deal*, a \$676 million investment by the Australian and Victorian governments to build-up the Great Ocean Road visitor economy.

At the centre of the redevelopment is the Visitor Experience Centre, which will connect visitors with the famous landscape, Eastern Maar cultural heritage, and the many other regional destinations and townships beyond the Twelve Apostles.

Quote attributable to Victorian Minister for Regional Development Jaclyn Symes

“Right along this coastline, we’re investing in infrastructure and experiences that drive more tourists to the economy of the south-west.”

Quote attributable to Minister for Development Victoria and Precincts Harriet Shing

“The completion of the rammed-earth façade marks a major milestone in delivering the visitor experience centre as part of the Twelve Apostles precinct redevelopment.”

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Quote attributable to Member for Western Victoria Jacinta Ermacora

“This new visitor centre is going to bring more people to our world-famous coastline – putting more money in local pockets.”

Quote attributable to Federal Member for Corangamite, Libby Coker MP

“This visitor centre is an important investment in the Great Ocean Road region - one that creates local jobs and helps visitors connect more deeply with our coastline.

Quote attributable to Associate Principal of Grimshaw Architects, Harriet Oswald

“Rammed earth was chosen for its strong connection to Country and Place. Its texture and warmth create a tactile experience that welcomes and grounds, encouraging a moment of pause as visitors move through the building from grasslands to coastal attractions.”

Quote attributable to Managing Director of Earth Structures, Rick Lindsay

“I think this will be one of our most iconic buildings. It has a beautiful and humble design, with the use of materials here echoing the structure of the cliffs and the rock stacks.”