

# Media Release

**The Hon Tim Pallas MP**  
Treasurer  
Minister for Resources



**DELIVERING  
FOR ALL VICTORIANS**

Tuesday, 25 September 2018

## CELEBRATING THE STORY OF THE GREAT OCEAN ROAD

As Victoria prepares to mark 100 years since construction began on the Great Ocean Road, the Andrews Labor Government has announced three new projects to tell the story of the iconic road.

Treasurer Tim Pallas today announced funding of several installations, a new regional event and a documentary that will celebrate the people who built the Great Ocean Road and the communities that have thrived along it.

The centrepiece of the projects is a documentary titled 'The Story of the Road', which will show how the road came to be – detailing its construction by World War I returned servicemen and their lives as they built the 243-kilometre road, joining the isolated towns lining the western Victorian coastline.

The documentary will be launched as part of a month-long event which will include gala screenings and several pop-up cinemas housed in shipping containers across the region, showing short films specific to each location.

Finally, the Great Ocean Road – Beacon Technology Project will use a mix of augmented reality, film and written content to tell the stories of the road through beacons attached to park benches dotted along the route.

These projects will capture the history of the road and create a deeper connection for visitors and locals alike, encouraging tourists to stay longer and future generations to better appreciate what the road means to Victoria.

The three projects are funded through the latest round of the Labor Government's \$2 million *Regional Event and Innovation Fund*, \$20 million *Regional Events Fund* and the *Victoria Remembers Major Grant Program*.

This funding comes on top of the Labor Government's \$2.5 million investment in improved visitor facilities at Maits Rest, Melba Gully and the Cape Otway Lightstation within the Great Otway National Park.

Spanning Torquay to Allansford, the Great Ocean Road is one of Australia's most iconic tourism attractions, attracting six million domestic and international visitors who spent 1.3 billion in the year to March 2018.

### Quote attributable to Treasurer Tim Pallas

*"These projects will help improve the visitor experience on the Great Ocean Road, ensuring people return again and again, supporting local businesses and bringing money into regional economies."*

### Quote attributable to Minister for Tourism and Major Events John Eren

*"There are so many iconic places to see along the Great Ocean Road and this project will ensure visitors take the time to slow down and truly appreciate everything this wonderful region has to offer."*

### Quote attributable to Member for Western Victoria Gayle Tierney

*"The Great Ocean Road is the jewel in Western Victoria's crown – I'm proud to be part of the Labor Government, who'll always back this iconic tourist destination."*

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