Shipwreck Coast Master Plan - Stage One

Overview

- The Shipwreck Coast encompasses 28km of spectacular coastline in Victoria’s south-west, from Princetown to the Bay of Islands, with over five million visitors to the Great Ocean Road region each year.
- The Twelve Apostles now attracts up to 11,000 visitors a day and will reach over 2.1 million visitors in 2017.
- The Shipwreck Coast Master Plan (SCMP) is a comprehensive program to protect the coast and improve visitor experience opportunities, highlighting the importance of the region for Victoria’s $21 billion tourism economy.
- Stage One consists of a series of projects funded by the Victorian State Government for $9.8m.

Key updates

The Request For Tender for design services for the three infrastructure projects was released 17 October 2017. Six design consultants were selected through an EOI process and will provide submissions to Parks Victoria by 17 November, with the successful firm to be announced in the new year.

Complex Cultural Heritage Management Plan (CHMP) assessments have recently been completed for the infrastructure project sites.

Environmental Risk Assessments are being undertaken, and Parks Victoria is working closely with DELWP to ensure that the fragile narrow environment is protected and enhanced over time.

Preliminary Geotechnical Assessments have been undertaken with an external consultant.

Community consultation sessions were held in Port Campbell in August regarding the two location options for the Campbell’s Creek Pedestrian Bridge.

Collaboration with Traditional Owners, Eastern Maar Aboriginal Corporation (EMAC) are cooperative and ongoing.

Initial feature surveys have been undertaken for each site. Additional survey work is required for the pedestrian bridge location.

All projects are on time and on budget.

Funding Announcement

Parks Victoria recently welcomed the Minister for Regional Development Jaala Pulford, to the Twelve Apostles to announce a $5 million investment to support the Shipwreck Coast Master Plan.

The funding will support initiatives to improve the arrival experience, traffic management and further planning work for the implementation of the master plan.

Parks Victoria also welcomed members of Corangamite Shire, Warrnambool City Council, Great Ocean Road Regional Tourism, Twelve Apostles Tourism and Business Association, Great South Coast Regional Partnership and the Mayor of South Central Ward, Cr Jo Beard for the announcement.

<table>
<thead>
<tr>
<th>Project</th>
<th>On Budget</th>
<th>On Time</th>
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<tbody>
<tr>
<td>Campbell’s Creek Pedestrian Bridge, Port Campbell</td>
<td>$3.2m</td>
<td>June 2020</td>
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<tr>
<td>The Saddle Lookout, Twelve Apostles</td>
<td>$2.4m</td>
<td>June 2020</td>
</tr>
<tr>
<td>The Blowhole Lookout, Loch Ard Precinct</td>
<td>$1.2m</td>
<td>June 2019</td>
</tr>
<tr>
<td>Digital Upgrade, Twelve Apostles</td>
<td>$0.5m</td>
<td>June 2018</td>
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<tr>
<td>Includes free Wi-Fi and Digital Experience Project</td>
<td></td>
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<tr>
<td>Twelve Apostles Trail leverage</td>
<td>$1m</td>
<td>June 2020</td>
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<tr>
<td>Includes $0.8 trail connections</td>
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<tr>
<td>Design development, detailed planning, operating</td>
<td>$1.5m</td>
<td>June 2018</td>
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<tr>
<td>costs</td>
<td></td>
<td></td>
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<tr>
<td>Includes Interpretation Strategy and Precinct Planning</td>
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<tr>
<td></td>
<td>$9.8m</td>
<td>June 2020</td>
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Twelve Apostles – Lookout at ‘The Saddle’

**Project deliverables:** Remove the ‘Castle Rock’ Lookout, and build a new visitor lookout at the Saddle  
**Completion date:** June 2020

**About the Saddle**

The Saddle Lookout is located between the first primary lookout point and the end Castle Rock point. The base of the Saddle offers the greatest vista for extensive views along the coastline in each direction.

Castle Rock is the end point which is unsafe for visitors and access is prohibited. The closest point accessible to visitors is referred to as the Castle Rock Lookout or the ‘bunker’ which facilitates unobstructed photography. However, visitors seeking better photo opportunities regularly scale the barriers, impacting vegetation and placing themselves in highly unstable and risky environments.

Once the Saddle Lookout has been constructed, the Castle Rock Lookout will be closed and revegetated to prevent visitor access.

**Completed activities**

Preliminary geotechnical, environmental risk and cultural heritage assessments are close to completion.

Geotech investigations involved geophysical (seismic) testing, drilling of boreholes up to 40 metres in depth and most recently, aerial scanning using drone mounted scanners to assess rates of cliff recession.

Detailed site surveys of flora and fauna are being undertaken to assess any impacts the proposed infrastructure may have on the environment.

**Upcoming activities**

Request For Tender process is underway with design consultant to be announced in the new year.

Meet with DELWP to confirm vegetation offsets process.

Complex CHMP assessment has recently been completed. The outcomes will inform the siting of infrastructure as well as the interpretation opportunities to enhance the visitor experience.

Completion of Interpretation Strategy to guide future interpretations and digital experiences.

Parks Victoria continues to work with project partners to lead overflow car park project for this summer.
Loch Ard Precinct – Lookout at ‘The Blowhole’

**Project deliverables:** Build a visitor lookout at The Blowhole in the Loch Ard Precinct  
**Completion date:** June 2019

### About The Blowhole

The Loch Ard Precinct is a large area containing multiple destinations and features of visitor interest, demonstrating the diversity of the landscape and coastal environment.

Loch Ard Gorge is the primary feature of the precinct where visitors negotiate a set of steps to access the beach. Beyond this, trails provide access to a range of lookouts and visitor sites including the Blowhole.

The Blowhole is located slightly inland from the coast, providing a curious geological feature and visitor experience which contrasts with the other lookouts which are generally located on the coastal edge.

The Blowhole Lookout has been closed for several years due to potential visitor risks posed by natural erosion of the limestone rock.

### Completed activities

- Preliminary geotechnical, environmental risk and cultural heritage assessments are close to completion.
- Geotech investigations involved geophysical (seismic) testing, drilling of boreholes up to 40 metres in depth and most recently, aerial scanning using drone mounted scanners to assess rates of cliff recession.
- Detailed site surveys of flora and fauna are being undertaken to assess any impacts the proposed infrastructure may have on the environment.
- Engagement with Traditional Owners, EMAC is ongoing.

### Upcoming activities

- Request For Tender process underway with design consultant to be announced in the new year.
- Meet with DELWP to confirm vegetation offsets process.
- Complex CHMP assessment has recently been completed. The outcomes will inform the siting of infrastructure as well as the interpretation opportunities to enhance the visitor experience.
- Completion of Interpretation Strategy to guide future interpretations and digital experiences.
Campbell’s Creek Pedestrian Bridge, Port Campbell

**Project deliverables:** Pedestrian bridge over Campbell’s Creek at Port Campbell and connecting access and trails on either side of the bridge

**Completion date:** June 2020

About the pedestrian bridge
The bridge will facilitate a year-round connection from Port Campbell to the Discovery Trail and Port Campbell National Park, west of Campbell’s Creek.

The creek flow to the ocean fluctuates and at different times of the year it inhibits safe access between the township and the Discovery Trail. The bridge will provide important pedestrian connectivity.

The design will respect flood and storm surge mapping and environmental conditions from the Corangamite Catchment Management Authority.

**Completed activities**
Quantity surveyor costings on three location and connection options for the bridge, two options remain as one was ruled out due to budget.

Activity area for CHMP defined, contractor procured (Biosis) and desktop study has been completed.

Draft site analysis, bringing together all site visits and known information about the site from stakeholders and other sources. This has informed the design brief, Request For Tender and precinct planning.

A community consultation session was held in August in Port Campbell to ascertain the views of the community.

Traditional Owner consultation continues for the bridge location.

**Upcoming activities**
Request For Tender process underway with design consultant to be announced in the new year.

Meet with DELWP to confirm vegetation offsets process.

Complex CHMP assessment has recently been completed. The outcomes will inform the siting of infrastructure as well as the interpretation opportunities to enhance the visitor experience.

Parks Victoria will review outcomes of assessments prior to any decisions or commitments made on the bridge location.

Twelve Apostles Trail Leverage

**Project deliverables:** Twelve Apostles Trail leverage

**Completion date:** June 2020

About the project
Delivery of trail connections to incorporate the new pedestrian bridge over Campbell’s Creek.

Two trail options were proposed in the Shipwreck Coast Master Plan, and are yet to be finalised, based on the location of the pedestrian bridge.

**Completed activities**
CHMP has been completed for proposed trail connections to the proposed pedestrian bridge.

Environmental Risk Assessments underway.

**Upcoming activities**
Parks Victoria to consult with the community and stakeholders regarding proposed trail connections to the proposed Campbell’s Creek pedestrian bridge.
Wi-Fi and Digital Experience Project

Project deliverables: Install free public Wi-Fi access and a digital experience platform to support interpretation for visitors at the Twelve Apostles

Completion date: June 2018

About the digital project

Free public Wi-Fi will be available at the Twelve Apostles from early 2018 located in the Visitor Centre.

The installation of Wi-Fi will enable visitors to share their experiences in real time via social media, as well as look up site information without relying on their own personal phone connections in an unreliable location.

A digital experience platform will be developed in line with the Interpretation Strategy, which will be launched in June 2018.

Completed activities

Project brief has been finalised and two quotes were received for implementation.

Options paper completed and Netsol selected as the preferred supplier.

Power audit to identify future power needs for the site, a generator has been funded by Parks Victoria for backup power, pending Ministerial planning approval.

Upcoming activities

Engage electrical contractor for installation.

Installation and testing on site.

Meeting between Interpretation Strategy, Wi-Fi and Digital Experience project leads to plan links between projects and delivery timeframes.

Example of Augmented Reality
Design Development – Key Projects

Precinct Planning

**Project deliverables:** Precinct planning detail for all infrastructure works  
**Completion date:** Ongoing

**About the project**

Precinct planning will develop the themes and objectives of the SCMP, specific to the three precincts where the major projects are being designed and built.

Preliminary investigations have formed the basis of the site analysis for the three precincts along with specific site feature surveys, geotechnical investigations, environmental risk assessments and cultural heritage surveys. Other analysis includes flood mapping, visitor number analysis projections and future traffic planning.

**Upcoming activities**

Request for Tender process is under way with an announcement for the successful design company to be made in the new year.

Interpretation Strategy

**Project deliverables:** Strategy to support Shipwreck Coast Master Plan  
**Completion date:** December 2017

**About the project**

The strategy sets out the interpretation vision for SCMP, with an overarching narrative, key themes, storylines and strategies that are recommended to support the natural and cultural values of the Shipwreck Coast.

The framework aims to refresh the shipwreck narrative, providing something responsive to this part of the coastline, based upon the stories, people and places unique to this area, and is consistent with branding and product development directions already in place.

**Completed activities**

Consultation continues with external stakeholder groups including EMAC, Great Ocean Road Regional Tourism, RDV, DELWP, DEDJTR, Corangamite Shire and Moyne Shire.

Preliminary report provided by Sue Hodges Productions, final report being completed by Parks Victoria.

**Upcoming activities**

Strategy to be presented for final review by December 2017 in preparation for the commencement of the design phase.