

MOYNE SHIRE

DESTINATION ACTION PLAN

2024-2029

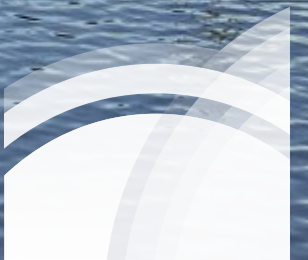


MOYNE
SHIRE



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Acknowledgements

Great Ocean Road Regional Tourism Ltd acknowledges the Gunditjmara and Eastern Maar Peoples as the traditional custodians of the region encompassing Moyne. We pay our respects to Ancestors and Elders, past, present and emerging. We recognise and respect their unique cultural heritage, beliefs and relationship to their traditional lands, which continue to be important to them today and into the future.

The development of the Moyne Destination Action plan has been facilitated by Great Ocean Road Regional Tourism Ltd. The process brought together representatives from stakeholder groups that benefit from the visitor economy, local government, industry and the community to make a plan. The plan has been developed to compliment, support and/or inform other existing plans, such as the Masterplan for the Visitor Economy of the Great Ocean Road, the Moyne Shire Economic Development Plan, Moyne Shire Arts and Culture Strategy and others referenced in the document.

Specifically, we would like to thank the individuals that participated in the plan development process.

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Destination action plan leadership group:

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Distillery Macarthur

Pam Walmsley – Mortlake Community
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Jo Birley – Great Ocean Road Regional Tourism

Other agencies and organisations who consulted on this plan include Eastern Maar Aboriginal Corporation, Parks Victoria and Great Ocean Road Coast and Parks Authority



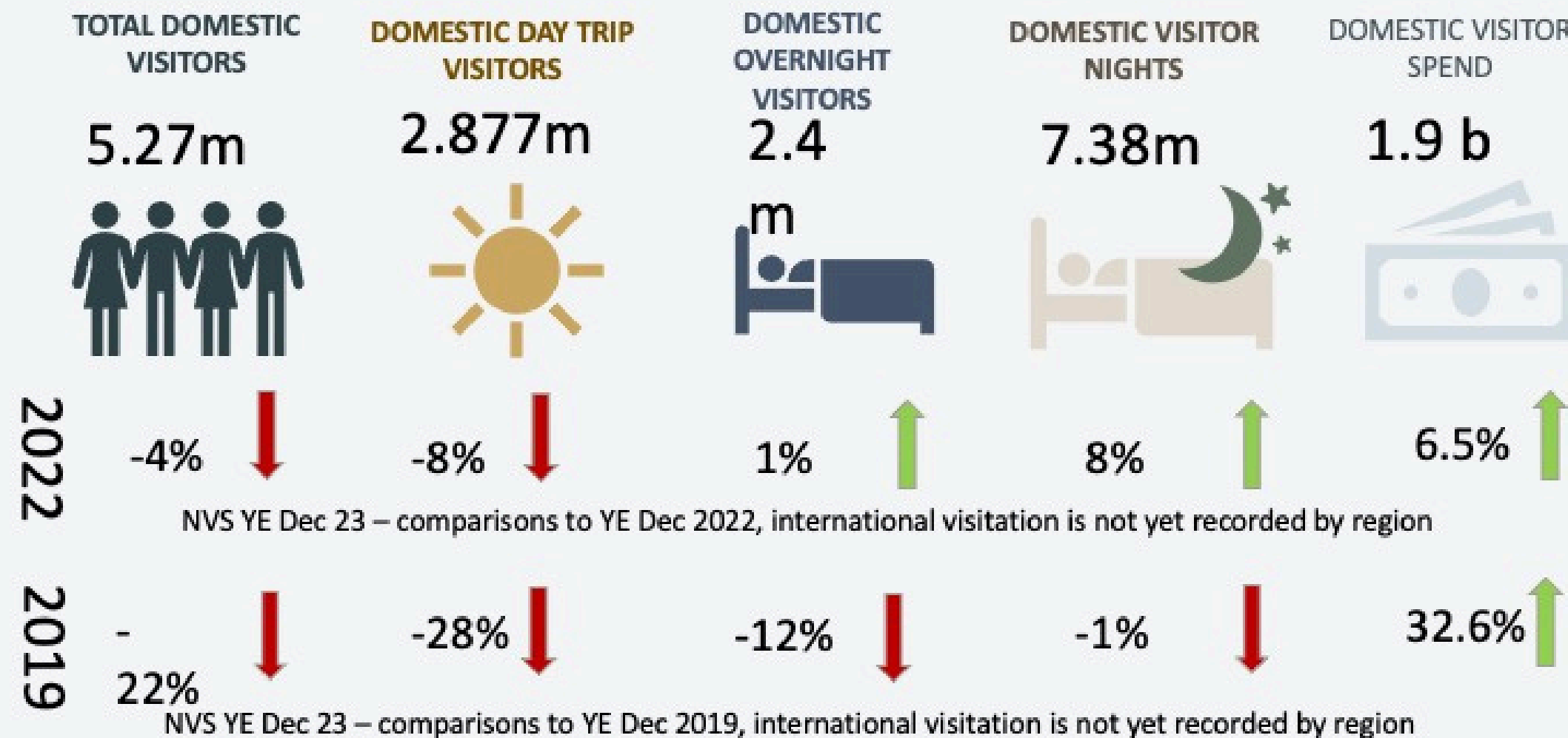
Introduction

This Destination Action Plan identifies priority strategies and actions for Moyne which, if implemented over the next three to five years, will enhance its competitiveness and grow the return from the visitor economy. These strategic actions will also be reflected in the region-wide Master Plan for the Visitor Economy to facilitate regional collaboration and cooperation.

The Moyne Destination Action Plan has been prepared through a facilitated workshop process involving business and community representatives who considered and reached consensus on challenges to address tourism development, marketing and management opportunities. The group has identified and agreed upon the key priorities and actions that will make a positive difference to the growth and sustainability of the Moyne visitor economy and experience.

The Regional Visitor Economy

GOR region domestic visitation data Dec 2023



The Domestic Visitor Economy – Moyne Data

Total visitation to Moyne Shire	Dec 18	Dec 19	Dec 20	Dec 21	Dec 22	Dec 23
Annual visitors	284,302	501,523	414,383	364,021	338,834	375,232

- 48% of total visitation to Moyne Shire is mid-week (mon-fri), on par with the region. 52% of visits are on weekends.
- Average length of stay for overnight visitors to Moyne is 2.28 nights, significantly higher than the regional average of 1.45 nights
- 43% of visitors to Moyne Shire come in the peak season, four months between December to March
- 72% of visitors to Moyne Shire stay at least one night, compared to only 44.5% regionally
- 7.2% of jobs in Moyne Shire are in the tourism sector

*National Visitor Survey data sourced from Tourism Research Australia, based on YE December 2023

Top Ten Source Markets for Moyne Shire (FY 23/24 – Commbank IQ data – transaction based)

- | | |
|-----------------------|-------------------------|
| 1. Warrnambool | 6. Ballarat |
| 2. Corangamite | 7. Boroondara |
| 3. Greater Geelong | 8. Mornington Peninsula |
| 4. Glenelg Shire | 9. Surf Coast |
| 5. Southern Grampians | 10. Bayside |



Objectives

Visitor economy objectives for the Great Ocean Road Region are to:

- Increase visitor length of stay
- Increase visitor expenditure
- Increase visitor dispersal (geographically and seasonally)
- Increase visitor satisfaction – build a visitor servicing culture
- Increase industry and community engagement, participation and support

Additional destination objectives for the Moyne region are to:

- Develop key townships into destinations
- Create connections to natural and cultural assets
- Define and attract niche and high yield markets

Our vision

The Moyne region is the ideal place to reconnect with nature, with rugged coastlines, sweeping plains and welcoming villages offering visitors endless opportunities for exploration and relaxation.

Moyne is a destination that rewards the inquisitive and is rich in history, culture and natural beauty. With delicious food and wine sourced from the rich landscape, and vibrant creative communities, Moyne Shire embraces visitors and makes them feel at home.

The region's tourism sector puts the visitor experience at the centre of its approach. The region has built a culture of exceptional service, driven by close connections, mutual support, and a love of the landscape, which is reflected in visitors who return again and again.



Our Values

Creative
Welcoming Inclusive
Authentic Sustainable
Connection Nature-focused
Community-centric Equitable

Opportunities

- Increase length of stay
- Promote the benefits of visiting in winter, and ensure experiences are available for visitors in off-peak times
- Increase awareness of, and access to Tower Hill
- Use the unique strengths of each township to build them into visitor destinations
- Leverage the community's enthusiasm and creativity
- Leverage existing festivals and events
- Grow calendar of events throughout Moyne Shire to attract new markets
- Build a culture of service across the sector
- Leverage awareness of Port Fairy's existing profile to support other Moyne experiences
- Promote cultural awareness and support the development of cultural tourism products
- Connect towns and experiences across the region, leveraging locations en route to key attractions
- Support and grow agri-tourism experiences
- Promote active experiences in nature such as cycling, walking and water-based activities

Challenges

- Workforce shortages
- Uneven spread of visitation
- Poor connections to Melbourne
- Lack of offerings outside main townships
- Limited collaboration across the sector
- Low awareness of smaller towns
- Small and dispersed populations
- Increased operating costs
- No awareness of Moyne as a destination
- Limited commercial experiences, particularly in winter
- Limited public transport services to Port Fairy and links within Moyne Shire to connect communities
- Condition on roads, particularly key visitor routes

Action Plan Implementation

The following section outlines activities stakeholders can undertake collaboratively to achieve the vision articulated in this Destination Action Plan. A Reference Group will be formed to assist with facilitating this work and to review its progress. Where appropriate, primary organisational responsibilities have been identified. As additional resources may need to be secured to implement the Plan, it may be appropriate and necessary to involve other organisations and to seek funding for specific projects.

The Plan does not commit any organisation to the actions proposed but is a guide to pursuing priorities and actions which will make a positive difference to the achievement of the tourism objectives noted above.

The actions under each priority area have been assigned a priority rating as a guide. These ratings are:

HIGH within the first two years

MEDIUM within two to three years

LOW within five years

Review of the progress of the Plan's implementation will be undertaken by GORRT in consultation with the Reference Group. This may result in revision and updating of the Plan. Regardless, a new plan will be prepared in five years.

Section 1 priorities are relevant to the whole of Moyne Shire, while Section 2 defines actions specific to towns.

SECTION 1

Priorities and actions that relate to the whole of Moyne Shire and it's visitor economy



Priority 1

Develop products , services and experiences to expand core markets, increase length of stay and dispersal and drive off-peak visitation

ACTIONS	Responsibility	Priority
<p>1.1 Create or enhance visitor experiences by leverage existing assets, and developing itineraries to connect experiences such as:</p> <ul style="list-style-type: none"> • The volcanic and cultural significance of Tower Hill and Budj Bim National Park • The coast - Bay of Islands, Childers Cover, The Craggs • Olivine fossicking • Heritage buildings across the townships • Agriculture and primary producers • Collaborative initiatives across sectors and communities • First Nations culture • Food, wine and agriculture • Art and creativity • Family-friendly activities • Natural assets and outdoor activities 	<p>GORRT, Moyne Shire Council, all businesses</p>	<p>Med-High</p>
<p>1.2 Grow the events calendar across the year, with a particular focus on shoulder and off-peak activations to drive demand</p> <ul style="list-style-type: none"> • Makers markets • After-dark events like Port Fairy's neon light show • Activate indoor spaces such as the Railway Shed, Peterborough Hall • Attract touring performers to smaller towns and venues 	<p>Event coordinators, community, businesses and Moyne Shire Council</p>	<p>Med</p>
<p>1.3 Grow the capacity of communities and businesses to grow accessibility and accessible experiences in Moyne Shire</p> <ul style="list-style-type: none"> • Ensure experiences for those of all abilities are available and promoted • Training opportunities to support industry to cater better for people of all abilities 	<p>All</p>	<p>High</p>

Priority 1 Continued next page

Priority 1 Continued

ACTIONS	Responsibility	Priority
<p>1.4 Support the development of accommodation options across Moyne Shire</p> <ul style="list-style-type: none"> • Farm Stays, Glamping and B+B options in Koroit, Macarthur and Mortlake • Explore Tiny House program for large and rural properties for both visitor accommodation and worker housing • Large group accommodation options 	New and existing businesses, Moyne Shire Council	Med
<p>1.5 Support development and sustainability of hospitality options throughout Moyne and in all towns</p> <ul style="list-style-type: none"> • Local industry Information sharing to facilitate the coordination of dining venue trading hours and seasonal closures – eg Whatsapp • Encourage new and varied hospitality options in smaller Moyne towns to encourage dispersal and dwell time 	New and existing businesses, Moyne Shire Council, GORRT	High
<p>1.6 Participate in the Great Ocean Road Strategic Framework Plan (being developed by DEECA), which will define a planning framework enabling strategic and sustainable development in suitable locations</p>	All stakeholders	High
<p>1.7 Develop new product to attract specific markets, including:</p> <ul style="list-style-type: none"> • Eco-tourism products • Star gazing • Nature photography • Bird watching 	New and existing businesses	Med
<p>1.8 Develop public art activations across the towns to provide activities for visitors and reasons to stop and look around</p> <ul style="list-style-type: none"> • Create Instagramable moments • Utilise empty shops with pop-up activations 	Moyne Shire Council in partnership with community and businesses	Ongoing

Priority 2

Develop infrastructure to support sustainability and growth of the industry

ACTIONS	Responsibility	Priority
2.1 Upgrade wayfinding and interpretive signage across the region to improve connections between the towns and key assets like Tower Hill and the Budj Bim Cultural Landscape, and better communicate history and significance <ul style="list-style-type: none"> Removal of old signage Development and implementation of Moyne Shire signage strategy Adoption of a regional signage strategy Revitalise town noticeboards across the towns to ensure high visibility of relevant visitor information 	Moyne Shire Council, GORRT, Regional Roads Victoria	Med-High
2.2 Advocate for the improvement of road access and safety throughout the shire, and for those visiting key attractions including Tower Hill and Budj Bim (including Princes Hwy upgrade between Warrnambool and Port Fairy)	All	High
2.3 Advocate for the connection of services for towns such as Macarthur to support the development of accommodation	All	Low - Med
2.4 Advocate for the improvement of internet connectivity to enable efficient remote working and meet visitor expectations	All	Med
2.5 Explore feasibility of cycling and walking trails <ul style="list-style-type: none"> Connecting Port Fairy and Tower Hill to Killarney beach Rail trail connecting Mortlake to Terang Participate in and support implementation of Great Ocean Road Coastal Trails Strategy (GORCAPA) 	Moyne Shire Council + stakeholders	Med
2.7 Advocate for bus connections between the towns	All (PTV)	Med
2.8 Undertake accessibility improvements across businesses and natural assets	All businesses and land managers	High
2.9 Explore ways to support volunteer-run events and activities to help sustainability	All	Med

Priority 3 Foster a collaborative & connected sector to enhance the region's capacity to service visitors

ACTIONS	Responsibility	Priority
<p>3.1 Build relationships with Gunditjmara and Eastern Maar Traditional owners and First Nations businesses to support new tourism product implementation, including:</p> <ul style="list-style-type: none"> • Cultural awareness and learning opportunities • The Budj Bim Masterplan • Eastern Maar products and experiences on Eastern Maar Country as they are developed, particularly at Tower Hill • Supporting the implementation of the Geelong and Great Ocean Road Aboriginal Product Development Plan 	All stakeholders in collaboration with TOs	High
<p>3.2 Leverage the regional brand and existing awareness of Port Fairy as a destination to grow awareness of other Moyne towns, by:</p> <ul style="list-style-type: none"> • Using consistent communications and messaging about the region • Utilising GORRT's brand toolkit assets • Listing products and offerings on available local, regional and national tourism marketing platforms • Route planning tools and itinerary development 	GORRT, Moyne Shire Council and businesses	High
<p>3.3 Grow awareness of each township's unique assets and experiences through:</p> <ul style="list-style-type: none"> • Industry familiarisation tours across the region • Create opportunities to share information about products, offerings, activities and events • Regular networking events for tourism businesses • Adopt a program to encourage businesses, particularly accommodation operators, to promote the region as a three-day (or longer) destination that offers extensive opportunities to explore, supported by regional and destination website content, GORRT and Moyne's Tourism and Visitor servicing teams • Build relationships with neighbouring destinations and nearby businesses to enhance collaboration and co-promotion 	GORRT, Moyne Shire Council and businesses	High

Priority 3 Continued next page

Priority 3 Continued

ACTIONS	Responsibility	Priority
<p>3.5 Build sector capacity :</p> <ul style="list-style-type: none"> • Training and professional development • Enhance networking opportunities- regular industry events • Development of targeted visitor information for key markets • Work with tour operators to extend their itineraries into Moyne • Create local information sharing network re: availability, business closures, events, large bookings, road works etc.(eg Whatsapp or Facebook group) • Commerce Moyne and council networking events - eg. Product Showcase 	<p>GORRT, Moyne Shire Council, GSTR, Commerce Moyne, businesses</p>	<p>High</p>
<p>3.6 Build cross-region partnerships- connecting businesses and event organisers in Moyne with neighbouring areas to support collaboration</p> <ul style="list-style-type: none"> • Networking and industry events • Support the existing collaboration of beverage producers and encourage similar collaborations to co-promote and encourage dispersal throughout and around Moyne 	<p>All businesses and event organisers, GORRT, Moyne Shire Council</p>	<p>Med</p>
<p>3.7 Connect with local communities to create ambassadors and tap into Visiting Friends and Relatives (VFR) markets</p> <ul style="list-style-type: none"> • Encourage locals to embrace tourism products and experiences • Tailor a narrative that demonstrates appreciation and pride of place 	<p>All</p>	<p>Med</p>



SECTION 2

Township Action Plans

Moyne is home to a network of beautiful and unique towns dotted throughout the region. Each has its own strengths and presents a range of visitor economy opportunities. The goal of this Destination Action Plan is to highlight how they can be realised.

The following pages highlight areas of focus for each township.

Port Fairy

Acclaimed for its heritage buildings, stunning beaches, river port and long-running Folk Festival, Port Fairy is Moyne's 'capital' and largest town. It is the accommodation, food and wine centre for the region. Signature events such as the Port Fairy Folk Festival, and a robust calendar of music and arts-oriented events throughout the year makes Port Fairy a popular visitor destination. The beaches, Port and wharf, Griffith Island and its lighthouse provide signature, natural attractions that visitors come to enjoy. Port Fairy has an established brand and awareness. Reducing seasonality and attracting skilled workers, including addressing the affordable housing shortage are key challenges that limit the sustainable growth of the visitor economy in Port Fairy.



Port Fairy

ACTIONS	Responsibility	Priority
<p>1. Draw on iconic landscapes, sites and buildings to embed the rich history and stories into our narrative, new products and experience development</p> <ul style="list-style-type: none"> • Increase visibility of culture through walking trails and interpretive signage • Ensure website content provides relevant information for visitors • Target key interest based audiences in key source markets with appropriate content specific to different elements of the Port Fairy visitor experience • Explore opportunities to create street art & murals that showcase local artists and provide instagrammable moments 	GORRT, Moyne Shire Council + businesses	High
<p>2. Develop sector support and advocacy programs, including industry familiarisations and co-promotion activities to encourage business collaboration.</p> <ul style="list-style-type: none"> • Product showcase + networking events for businesses (refer Priority 3 action 3.5) • Events that promote the value of tourism to the wider community 	Moyne Shire Council, Commerce Moyne and GORRT	Med - ongoing
<p>3. Support visitor economy opportunities in the Port Master Plan</p> <ul style="list-style-type: none"> • Leverage the economic and tourism potential of the wharf building • Seek funding to implement the plan or stages of the plan 	All stakeholders, Moyne Shire Council	Low-Med
<p>4. Explore opportunities to sustain and grow events calendar by supporting volunteer-run events</p> <ul style="list-style-type: none"> • Survey current event organisers to understand where support could be provided • Consider smaller scale niche/special interest events for specific audiences to fill event calendar gaps and support off peak visitation • Funding opportunities via Regional Art Victoria and Visit Victoria's Regional Events Fund • Create a volunteer register in collaboration with schools and wider community • Develop a resource kit with templates for marketing plans, governance and budgets, programming and local supplier lists • Consider incentives for new and existing small events beyond cash grants, for example marketing support from council and GORRT 	All	ongoing

Koroit + Killarney

Established as an Irish settlement in the 1840s, Koroit sits on the northern rim of the dormant Tower Hill volcano, a wildlife reserve, geological wonder and significant cultural site for the Traditional Owners. It is Moyne's second-largest town and hosts a renowned annual Irish Festival each April. Koroit's product offering is growing rapidly, with an array of food and dining businesses being added in recent years, including a micro-brewery, distillery, and cafes.

Killarney offers a seaside alternative to Port Fairy for visitors, with a caravan park that has premium beach access, some smaller accommodation businesses and some growers and producers, such as the long-established Basalt Wines.



Koroit + Killarney

ACTIONS	Responsibility	Priority
<p>1. Leverage existing assets and tourism products by including in regional and destination promotions and encouraging businesses to promote:</p> <ul style="list-style-type: none"> • Tower Hill • Railway Precinct • Botanic Gardens • Irish Heritage and Koroit Irish Festival • Food and beverage offering • Killarney Beach 	GORRT, Moyne Shire + Businesses	High - ongoing
<p>2. Improve connections, including access and safety enhancements to key roads and intersections to Tower Hill and Koroit</p> <ul style="list-style-type: none"> • Support Tower Hill Masterplan implementation • Signage and safety enhancements to intersections on Princes Highway to Koroit and Killarney beach 	All to advocate, Moyne Shire signage Strategy, RRV	High
<p>3. Promote the rail trail and connections to nearby experiences and locations, including beach route to Killarney</p> <ul style="list-style-type: none"> • Improve safety at rail trail crossings on highway • Promotion of the rail trail in Moyne and GORRT destination marketing 	All to advocate	High
<p>5. Partner with Eastern Maar to increase visibility and acknowledgement of First Nations cultural heritage and cultural sites</p> <ul style="list-style-type: none"> • Development of visitor experiences at Tower Hill • Seek opportunities for collaborations with businesses • Partner with Eastern Maar to create a public artwork celebrating first nations culture • Incorporate First Nations place naming and language in signage • Foster youth engagement • Incorporate traditional ecological knowledge and create cultural landscaping projects 	All stakeholders in partnership with EMAC	High - ongoing

Macarthur

Under an hour's drive northwest from Port Fairy, Macarthur is a gateway to the World Heritage listed Budj Bim Cultural Landscape, including the fabulous Tae Rak café and aquaculture centre – a must-visit for tourists and locals alike.

Suffoir winery, brewery and distillery is just out of town and on route to Budj Bim National Park. In the Macarthur township there is an opportunity for more accommodation and food and dining experiences.



Macarthur

ACTIONS	Responsibility	Priority
<p>1. Position the town and promote it as the Eastern gateway to Budj Bim Cultural landscape</p> <ul style="list-style-type: none"> • Support Budj Bim Masterplan future development at Lake Surprise • Support signage and wayfinding improvements (see Priority 2 Action 2.1) 	<p>GORRT, Moyne Shire Council and businesses</p>	<p>High</p>
<p>2. Encourage development of accommodation and hospitality options</p> <ul style="list-style-type: none"> • Advocate for service connections (see Priority 2 Action 2.3) • Promote existing businesses to encourage expansion and sustainability, such as accommodation development at Suffoir 	<p>All - existing and new businesses</p>	<p>Low-Med</p>
<p>3. Promote the swimming pool and splash pad to encourage dispersal of visitors staying in Port Fairy ,Warrnambool and Hamilton during the summer months</p> <ul style="list-style-type: none"> • Incorporate into destination marketing 	<p>GORRT, Moyne Shire Council</p>	<p>Low- Med</p>

MORTLAKE

Mortlake

Moyne's third-largest town, Mortlake is growing and changing. As well as boasting an impressive collection of heritage buildings, Mortlake is the home of the famous Clarke's Pies and a large repository of olivine crystal at Mount Shadwell.

Mortlake is also the last major town most people pass through when visiting the Budj Bim Cultural Landscape. A key intersecting point on a number of visitor routes, and with large public open spaces and Tea Tree Lake, uniquely located in the township, there is great opportunity to enhance Mortlake's profile as a key stop for visitors.

*Home of the
famous Clarke's Pie*



Hexham Mortlake
Shire Mile Post, 1968



Mortlake Footb...



Mothers Club 1939



Grants Mortlake & Cart, c.1880



Goodall's Coach Bu...



Rifle Club, 1935



Neilson & Graham



Neilson & Graham

Mortlake

ACTIONS

	Responsibility	Priority
<p>1. Position Mortlake as an ideal stopping point for visitors to increase visitation and length of stay by improving public amenities:</p> <ul style="list-style-type: none"> • A new playground (fenced) that provides a reason for families to visit Mortlake or break their journey • Improved signage and visibility of Tea Tree Lake for visitors • Better seating and amenity in existing public outdoor spaces • Accessible amenities such as a changing places facility • Grow awareness of the current offering and grow the retail and food product in Mortlake to encourage people to come for this, rather than stop out of convenience • Promote the swimming pool to encourage visitation in summer months, and consider upgrades including shaded areas 	<p>All stakeholders to advocate, new and existing businesses, promotion through GORRT, Moyne Shire Council</p>	<p>Med-High</p>
<p>2. Develop Olivine fossicking as a visitor attraction including access and signage at the quarry, with supporting visitor amenity</p> <ul style="list-style-type: none"> • Create a sustainable model including a fee to fossick, or for Olivine taken, to support volunteer resourcing • Improve onsite and online information to ensure visitors access the quarry at appropriate times • Encourage more local volunteers to support the experience to potentially expand and set opening hours every Saturday and Sunday 	<p>Moyne Shire Council and community</p>	<p>Med</p>
<p>3. Develop new activities and experiences in Mortlake, including a signature event</p> <ul style="list-style-type: none"> • Promote fishing at Tea Tree Lake when it is stocked with fish in September school holidays, and consider a family oriented fishing competition • Advocate to Country Racing Victoria for a second annual race day in Mortlake • Attract small scale touring performances that suit current venues, and seek support from Regional Arts Victoria’s Small Regional Presenters fund • Consider summer events at the pool, eg free BBQ or community picnic 	<p>Community and businesses, supported by Moyne Shire Council</p>	<p>Low-Med</p>
<p>4. Improve the streetscape and appeal of shops in Mortlake</p> <ul style="list-style-type: none"> • Encourage participation in funding programs that support street facade improvement • Reference to Priority 1 action 1.8 re pop up activations in empty shops 	<p>Moyne Shire Council, businesses</p>	<p>Med-High</p>

Peterborough

The dramatic coastline around Peterborough equals the more famous 12 Apostles down the road. The Bay of Islands, with its limestone stacks, is even more spectacular, with the coastal walks, coves and beaches far less crowded. The small township has a variety of visitor accommodation types and food and beverage offerings.

Peterborough is marketed to visitors as part of the “12 Apostles Coast and Hinterland” and is identified in the Shipwreck Coast Masterplan as a key part of the experience, that with new product and infrastructure development, can support the dispersal of visitors and help reduce visitor management and congestion at the 12 Apostles.



Peterborough

ACTIONS	Responsibility	Priority
<p>1. Position Peterborough as the ideal nature-lover’s coastal destination for visitors to the Great Ocean Road seeking spectacular natural experiences without the crowds</p> <ul style="list-style-type: none"> • Increase profile of Peterborough in regional marketing promotions 	GORRT, Moyne Shire Council, businesses	Med-Ongoing
<p>2. Continue to work with Corangamite Shire and Port Campbell Visitor Information Centre to leverage position as part of the ‘12 Apostles Coast and Hinterland’</p> <ul style="list-style-type: none"> • Ensure Peterborough businesses engage with Port Campbell Visitor Centre • Engage with 12 Apostles Tourism and Business group and 12 Apostles Food Artisan’s (for appropriate businesses) 	Businesses, GORRT, Moyne Shire Council	Ongoing
<p>3. Advocate for public amenities upgrade at Childers Cove</p>	All to advocate, Parks Victoria, GORCAPA	Med
<p>4. Develop new experiences, products and infrastructure to leverage 12 Apostles visitation in line with actions identified in the Shipwreck Coast Masterplan</p> <ul style="list-style-type: none"> • Trail connections through Bay of Islands Coastal Park to connect natural assets where feasible • Diverse accommodation product • Sustainable, premium, unique tour offerings in nature such as proposed Penguin viewing tours at London Bridge 	New and existing businesses, Parks Victoria, GORCAPA	Med-High
<p>5. Improve signage to township and nearby natural attractions from the Great Ocean Road</p> <ul style="list-style-type: none"> • Support a consistent approach to signage on the 12 Apostles coast and the whole region to help manage visitation and ensure visitors are encouraged to go to appropriate sites • Town entrance signage to provide information on businesses and services available in town centre 	Moyne Shire COuncil, RRV, GORCAPA, GORRT	Med

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This plan was published by Great Ocean Road Regional Tourism and developed in collaboration with Moyne Shire Council, Moyne Shire's visitor economy stakeholders, businesses and the community.

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