

CORANGAMITE SHIRE

PRIORITIES



CORANGAMITE
SHIRE



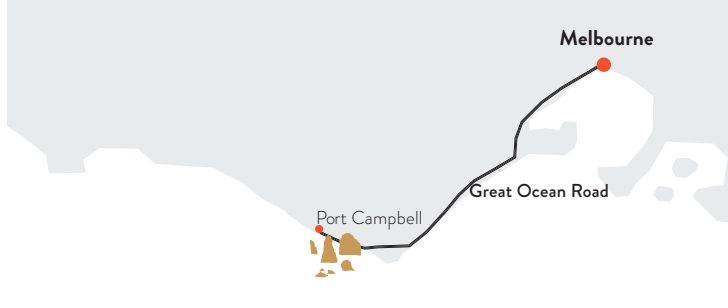
CORANGAMITE SHIRE

PRIORITIES

CORANGAMITE SHIRE



LINKING PORT CAMPBELL PROJECT



WORLD CLASS

VISITOR DESTINATION

ASK: \$10.6 MILLION

TOTAL PROJECT COST: \$15.6 MILLION

This project will improve the amenity, function and safety of the Port Campbell town centre, making it a pedestrian friendly destination with wider footpaths and better connections between the centre, headlands and Twelve Apostles precinct.

Port Campbell is a picturesque seaside village located on the Great Ocean Road, 10 kilometres past the Twelve Apostles.

Up until COVID-19, Port Campbell was experiencing its busiest ever summer, with a record 15,269 visits to the Twelve Apostles in one day (Christmas Day 2019). Visitors arrived in more than 3,000 cars, 170 buses and 11 coaches.

Major improvements to the Port Campbell town centre and foreshore were identified as a priority in the Shipwreck Coast Master Plan. The Plan highlights the potential for Port Campbell's role as the 'heart' of the Shipwreck Coast, with better design and connections linking the Twelve Apostles, Port Campbell National Park and Timboon.

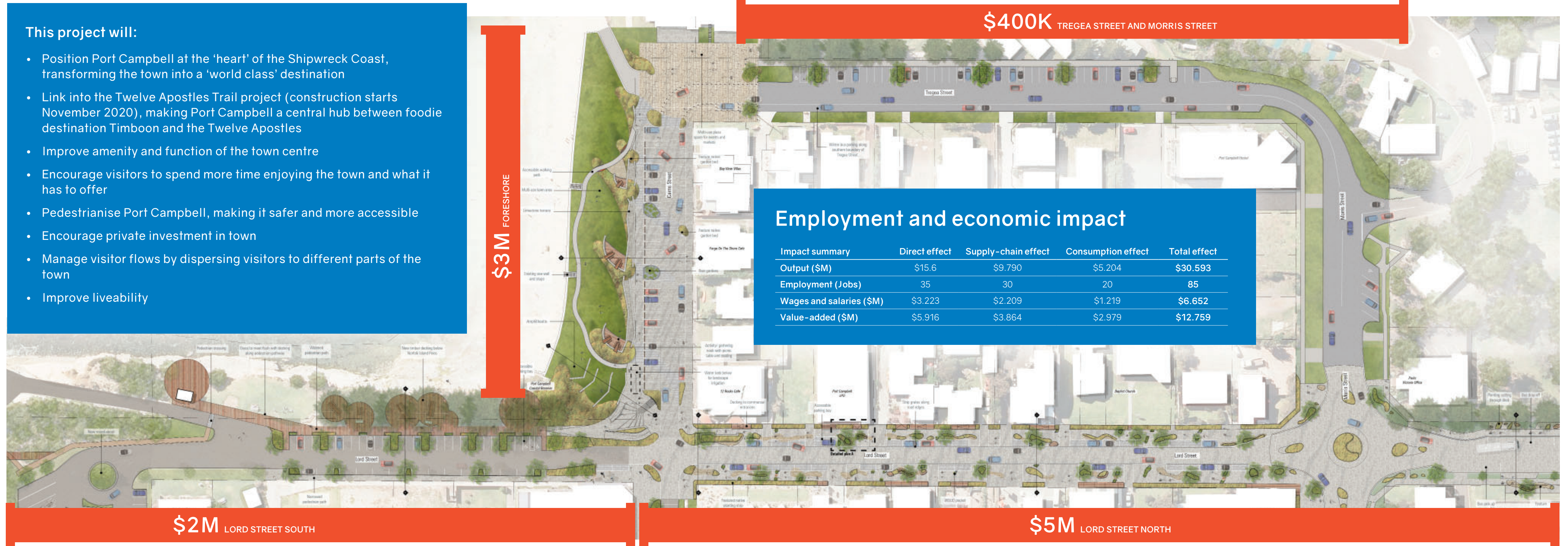
Indeed, the aim is to deliver a project that encapsulates the essence of Port Campbell, capitalising on the new Twelve Apostles Trail. It will enhance amenity, improve visitor experience, encourage longer stays, as well as disperse visitors through the town.

The project is almost 'shovel ready'. Concepts were adopted by Corangamite Shire Council in November 2019 with detailed designs and costings underway.



This project will:

- Position Port Campbell at the 'heart' of the Shipwreck Coast, transforming the town into a 'world class' destination
- Link into the Twelve Apostles Trail project (construction starts November 2020), making Port Campbell a central hub between foodie destination Timboon and the Twelve Apostles
- Improve amenity and function of the town centre
- Encourage visitors to spend more time enjoying the town and what it has to offer
- Pedestrianise Port Campbell, making it safer and more accessible
- Encourage private investment in town
- Manage visitor flows by dispersing visitors to different parts of the town
- Improve liveability



\$15.6M PROJECT

Lord Street South	\$2 million
Lord Street North	\$5 million
Foreshore	\$3 million
Coastline (not pictured on map above)	\$240,000
Morris Street/Great Ocean Road (not pictured on map above)	\$1 million
Tregea Street and Morris Street	\$400,000
Integrated art, design & construction contingencies	\$4 million
TOTAL PROJECT COST	\$15.6M

HEART OF THE SHIPWRECK COAST

- NEW AMPHITHEATRE ON FORESHORE
- FEATURE PAVEMENTS AND SUSPENDED DECKING UNDER NORFOLK PINES
- STONE AND TIMBER SEATING, STREET FURNITURE
- FEATURE CORTEN AND LIMESTONE WALLS
- SWEEPING LAWN AREAS, GARDEN BEDS AND TREES
- INTEGRATED PUBLIC ART
- NEW PARKING AND WALKING OPTIONS
- NEW LINKAGES BETWEEN ATTRACTIONS

Timboon- Berry World, Timboon Ice Creamery, Timboon Distillery

Shipwreck Coast

- ✓ 12 Apostles Trail Stage 1 **FUNDED**
- ✓ Port Campbell Swing Bridge **COMPLETED**
- ✓ 12 Apostles viewing platform **FUNDED**
- ✓ Saddle lookout - Blowhole **FUNDED**
- ✓ Shipwreck Coast Master Plan **FUNDED**
- ✓ Timboon Revitalisation Stage 2 **FUNDED**



12 APOSTLES TRAIL - STAGE 1



PORT CAMPBELL SWING BRIDGE

Port Campbell



SADDLE LOOKOUT - BLOWHOLE

Loch Ard Gorge



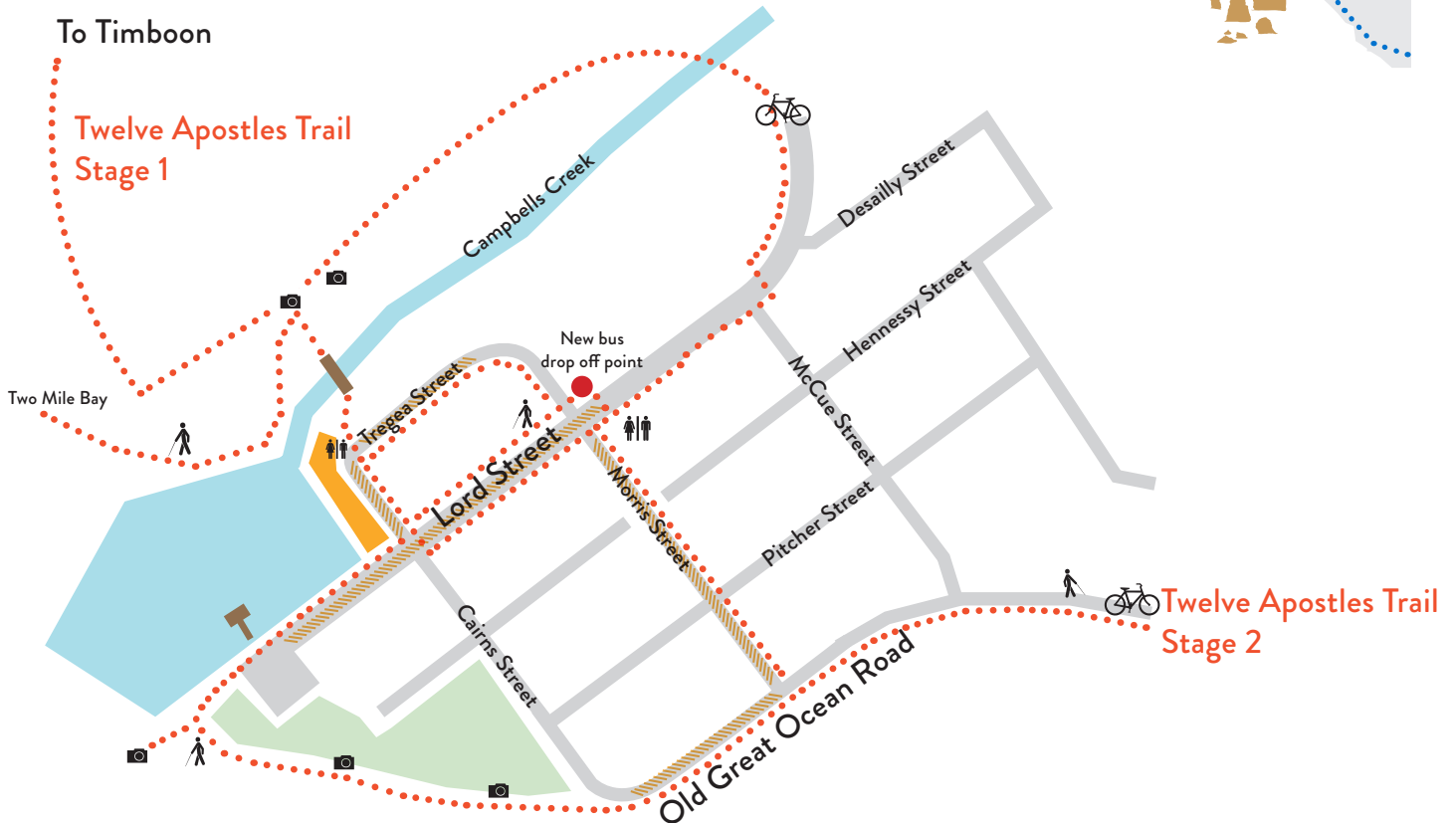
VIEWING PLATFORM - 12 APOSTLES

Twelve Apostles

- Great Ocean Walk
- Twelve Apostles Trail Stage 2
- Twelve Apostles Trail Stage 1

Linking Port Campbell

A walker's and cyclist's hub that connects Port Campbell to the Twelve Apostles precinct and Timboon



Linking Port Campbell area of focus

PRIORITIES

CORANGAMITE SHIRE

GREAT OCEAN ROAD NORTH SOUTH LOOP

ASK: \$29 MILLION

TOTAL EMPLOYMENT:
137.31 FTE

The key north-south route back to Melbourne from the Twelve Apostles threatens the international reputation of touring the Great Ocean Road and the safety of all road travellers due to the poor condition of the arterial road network.

The Twelve Apostles region absorbs 2.6 million visits annually. A great proportion (68%) of these visits are domestic daytrips, arriving via the Great Ocean Road by private vehicle or tour bus, spending time at the Apostles, and then departing back to Melbourne (Princes Highway) via Cobden-Port Campbell Road and Timboon-Colac Road the same day. The Shipwreck Coast Master Plan identifies these roads as key hinterland routes.

MORE VISITORS

More than 740 vehicles per day are using our local arterial roads to return to Melbourne via the Princes Highway. The number of vehicles using Cobden-Port Campbell Road, Princetown Road and Timboon-Colac Road is dramatically increasing.

A 45 per cent increase in visitation to the Shipwreck Coast is expected within the next 20 years.

Additionally, there is a growing cluster of local produce experiences (Food Artisans Trail) in the Timboon / Simpson area, drawing visitors from the Twelve Apostles into the hinterland via these two arterial roads. Visitors to Timboon Distillery, Timboon Ice Creamery, and Schulz Organic



Dairy use the Cobden-Port Campbell Road and Timboon-Colac Road to access these attractions.

ROAD SAFETY

Our major concern is the condition of these roads and the safety risks for those travelling them. VicRoads 2013-2014 data shows that more than 21 per cent of the Cobden-Port Campbell Road, Princetown Road and Timboon-Colac Road is in a distressed state.

Tourist driver behaviour is a particular concern, with many international drivers not remembering to drive on the left-hand side of the road when driving along the Great Ocean Road and other main roads.

Vehicles are crossing centre lines to avoid edge breaks and push outs, rutting and potholes, slowing down in the middle of the road to manage passing over a pot hole, or

swerving to avoid pavement cracking and rutting.

WHAT IS NEEDED?

A funding solution that considers the Great Ocean Road loop including the hinterland roads as the visitor journey, is required.

We need \$29 million to assess and deliver:

- High standard pavement & strengthening
- Improved signage
- Opportunities for slow vehicle turnout where required
- Key intersection safety improvements
- Localised geotechnical and drainage improvements

Without these upgrades, millions of visitor experiences will be tarnished by the poor condition of this key tourist route.

PRIORITIES

CORANGAMITE SHIRE



HIGH PRODUCTIVITY FREIGHT VEHICLES

AG SUPPLY CHAIN INFRASTRUCTURE

- ASK:**
- 1** \$5.4m for Williams Road, Simpson
 - 2** \$2.9m for Cross Forest Road
 - 3** \$2.8m for Timboon Terang Road

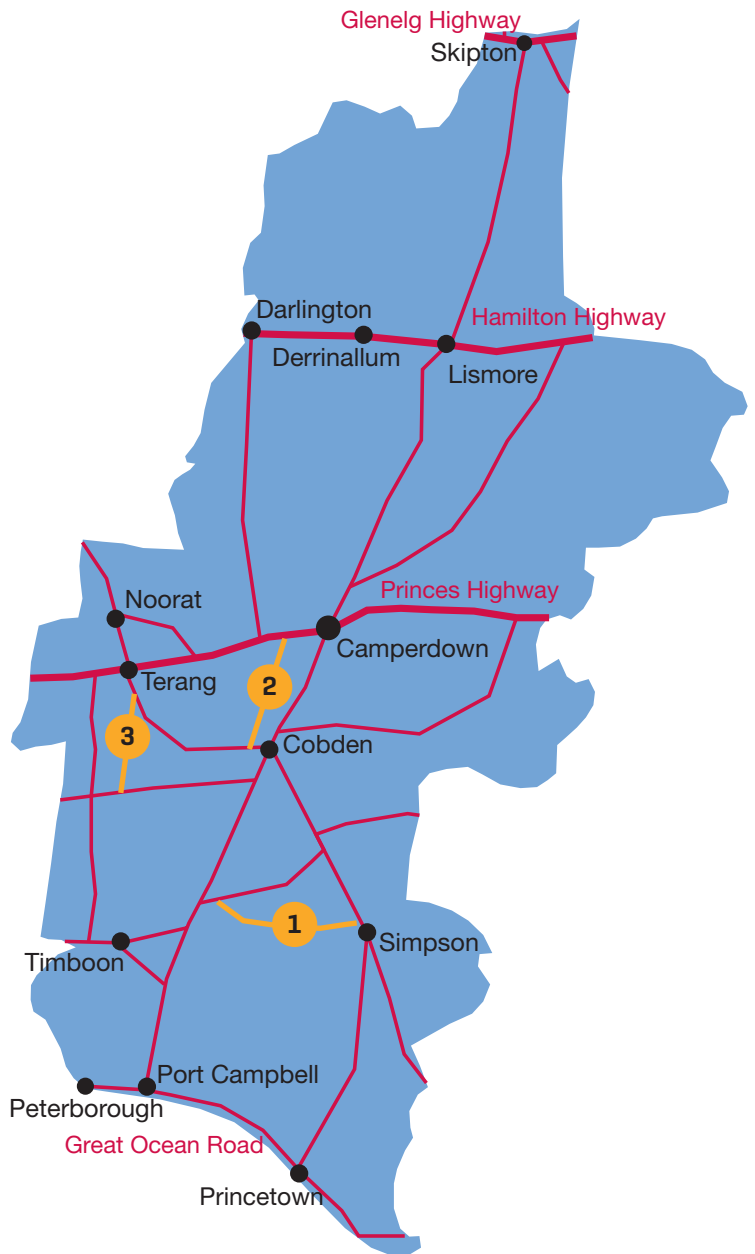
The Dairy Supply Chain across the South West contributes a quarter of the nation's milk production and a third of milk exports. Cobden, in Corangamite Shire, is the epicentre for in and outflows.

High Productivity Freight Vehicles are large combination vehicles that lower costs, reduce the number of trucks on local roads and improve safety.

Funding is required to upgrade local freight corridors through the Shire to accommodate these vehicles. These roads need to be able to handle heavier weight loads and continue to be safe for all road users.

Works include the widening and strengthening of key east-west and north-south freight routes.

The growth rate is 1.5% annually and expected to reach 20% increase by 2045. This will translate into an extra 47% of gross tonnage carted across our roads network.





**CORANGAMITE
SHIRE**

Corangamite Shire Council

Civic Centre, 181 Manifold Street, Camperdown VIC 3260

Telephone 03 5593 7100 Facsimile 03 5593 2695 Email shire@corangamite.vic.gov.au

www.corangamite.vic.gov.au

