

JUNE 2024

Twelve Apostles Precinct Redevelopment



Engagement Outcomes Fact Sheet

The Twelve Apostles Precinct Redevelopment will deliver infrastructure projects in the Shipwreck Coast Region, including a new Visitor Experience Centre and improvements to Great Ocean Road.

Once complete, the project will change how visitors experience the region. It will provide safer and easier access to nature's greatest attractions, while protecting the environment and cultural history at this spectacular location.

Designs shaped through local engagement

The Twelve Apostles is one of Australia's most visited natural attraction – welcoming 2 million visitors each year and forecast to grow to 2.8 million by 2026. To safely accommodate this demand and protect this important cultural asset, the project will deliver much needed upgrades to existing infrastructure. It will provide streamlined access to the Twelve Apostles, while maintaining the region's unique local character and heritage, and reducing the impacts on the local community and environment.

Development Victoria has listened carefully to local people to ensure the project meets the needs of the local community. The design has been informed by:

- A co-design partnership with Eastern Maar Aboriginal Corporation (EMAC).

- Extensive and detailed consultation with people living and working in the area
- Engagement with local stakeholders, including emergency management and tourism operators

This fact sheet

We have produced a series of fact sheets to help you understand the work being undertaken to deliver the Twelve Apostles Precinct Redevelopment.

This engagement outcomes fact sheet provides information on Traditional Owner, community and key stakeholder engagement and how feedback has influenced the design.

For more information:

Sign up for updates and to have your say:

development.vic.gov.au/twelveapostles

Email: twelve.apostles@development.vic.gov.au



Australian Government



Working in partnership with Traditional Owners

The Victorian Government's continuing partnership with Eastern Maar Aboriginal Cooperation, the traditional owner group for the area, is at the centre of the project's codesign and delivery. The partnership recognises Eastern Maar's ongoing connection and intrinsic relationship with Country, in line with the Eastern Maar Country Plan. It will ensure that Eastern Maar culture is at the forefront of the redevelopment and that the traditional owners and broader community benefit from the project now and into the future.

How Traditional Owner feedback has shaped the design

What we heard	What we are doing
<p>The Eastern Maar values of do no harm and caring for Country must be central to the design</p> <ul style="list-style-type: none"> • Do no harm to heritage and culture. • Maintain respect and obligation to Country. • Ensure caring for and connection to Sea Country, Sky Country, Land Country and Below Country are central to designs. 	<p>Eastern Maar people understand that everything on, under and above their Country is connected; and needs to be managed as a system. These Layers of Country are encompassed by the overarching narrative of Bunjil the Creator.</p> <p>Bunjil, depicted as a wedge-tailed eagle in Australian Aboriginal cultural knowledge, is known as the Creator deity and ancestral being of the Eastern Maar of Victoria. Bunjil created the land and the laws of the land, being to:</p> <ul style="list-style-type: none"> • Respect Yourself, • Respect Others, • Respect the Environment. <p>In partnership with EMAC, the project team has used these values to develop the design and narrative for the project. Key to this has been bringing the 'Do No Harm' principle to the forefront of design and strategic decisions made as part of this project.</p>
<p>Representing shared responsibility</p> <p>The different clans which constitute EMAC need to be represented within the precinct, along with the notion of their shared responsibility for their Country.</p>	<p>Development Victoria recognises Eastern Maar's ongoing connection and intrinsic relationship with Country, in line with the Eastern Maar Country Plan. We will ensure that Eastern Maar culture is at the forefront of the redevelopment and that there are opportunities for the different clans to be represented throughout the precinct.</p> <p>One way this is being done is that street names associated with the precinct will be dual named, with the original Eastern Maar naming in Maar language. This naming will be developed with EMAC.</p>
<p>Any harm done to Maar Country must be offset on Maar Country</p> <ul style="list-style-type: none"> • Responsibility for any destruction or disturbance must be taken by the team and remediated within Maar Country. • Re-vegetation and land management should be central to plans, aligned with the Eastern Maar cultural land management techniques, mapping and philosophy. 	<p>Development Victoria has undertaken detailed environmental and heritage assessments for the works. It is working with its expert advisors to ensure any impacts are mitigated or minimised through controlled and sympathetic material selection. Mitigations are being shared and discussed with EMAC.</p> <p>The design avoids areas of indigenous habitat where possible. Most of the area impacted by construction is non-indigenous grassland of little ecological value. The existing landscape will be regenerated to provide more than 3,000m² of new native planting, including coastal scrub, woodland and grasslands.</p>
<p>Maar colours</p> <p>The Maar colours, Red, Black, Yellow and White are important and need to be represented within the Visitor Experience Centre and throughout the precinct.</p>	<p>Maar colours are central to the design of the Visitor Experience Centre and will be used throughout the precinct.</p>

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What we heard	What we are doing
<p>The importance of fire</p> <p>Opportunities for fire or spaces that provide a welcoming place to gather and come together should be explored.</p>	<p>Fire is central to the design of the Welcome Garden, with a large firepit being a key feature of the space.</p> <p>A large outdoor Gathering Space will also provide an area for people to come together.</p>
<p>Providing opportunities for reflection throughout the precinct</p> <ul style="list-style-type: none"> • Recognition that this is Eastern Maar Country. Celebrate that it is warm, embracing, soft, compassionate, loving, safe. • Opportunities and places of pause and reflection must be provided for the visitors who come into the precinct on Eastern Maar Country. 	<p>The Twelve Apostles Precinct will have multiple opportunities for reflection and rest, as well as cultural and ecological experiences, group activities and events including:</p> <ul style="list-style-type: none"> • A Visitor Experience Centre providing opportunities for visitors to be educated about the natural landscape and how to tread lightly on Country. • A new Welcome Garden serving as the introduction to Country and a celebration of Eastern Maar story telling and ecology. • Discovery trails allowing visitors to learn about habitats and the environment. • A bush tucker garden, featuring bush tucker species and uses unique to Eastern Maar Tradition. • A Large outdoor gathering space and Great Ocean Lookout from the roof of the Visitor Experience Centre to provide universal and inclusive access for all.
<p>Local and natural materials</p> <p>The team must prioritise sourcing materials and products from Eastern Maar Country and the local surrounds.</p>	<p>Wherever feasible, local manufacturers and designers will be prioritised to encourage local employment and economic prosperity, including proactive steps in reducing carbon emissions from transportation.</p>



Artist impression

Listening to residents and stakeholders

Development Victoria delivered a three-month community consultation to listen to what was important to local people. During this time, 270 people contributed to the conversation, including residents, emergency services and tour operators.

Development Victoria would like to thank the participants who generously shared their time, research, values and ideas through this engagement process. Your feedback has been central to the design development.

How feedback has shaped the design

Theme	What we heard	What we are doing
Tourism and the economy Visitor spend and duration of stay	<p>Visitor spend and duration of stay</p> <p>Optimise the local value of visitors by showcasing and promoting local experiences and products. Complementary events strategy to retain visitors and attract high spend visitor market.</p>	<p>The project will shift the perception of the Shipwreck Coast Region and the Twelve Apostles from a day trip destination to an overnight and multi-day visitor experience through a demand managed visitation philosophy, while maintaining the region's local character and reducing the impacts of increased visitation on the local community. The new Visitor Experience Centre Precinct will include dedicated event spaces.</p>
	<p>Visitor infrastructure and management</p> <p>Consider what infrastructure we have to support higher visitor numbers and longer stays. Look at international precedents for managing visitors through a national park.</p>	<p>Infrastructure capable of supporting higher visitor numbers and longer stays is a key component of growing the region's reputation as a remarkable destination.</p> <p>The design includes a Welcome Garden, immersive gallery, food and beverage, event and gathering spaces, which have all been designed with this objective in mind.</p> <p>They are supported by an expanded car parking and a demand management strategy to even visitation numbers across the day. Encouragement of sustainable transport methods, such as the identified Shipwreck Coast Masterplan initiative of a Park and Ride service, connecting the Visitor Experience Centre with Loch Ard Gorge.</p> <p>Through the Geelong City Deal, dedicated funding via a Private Sector Business Enablement Fund will provide critical investment to also fund water, electricity, and road infrastructure improvements. This will support local businesses and make local services more accessible.</p>
	<p>Local benefits</p> <p>Important to create more local jobs as a key benefit for the community. Consider how to charge visitors for the experience.</p>	<p>The Visitor Experience Centre will enhance the visitor experience at the Twelve Apostles and support regional tourism by creating a world-class asset.</p> <p>It will deliver significant economic, tourism and amenity benefits and is expected to increase the annual visitor spend in the region (excluding accommodation) from \$80 to \$140 million.</p> <p>The project will create 340 direct and 500 indirect jobs during construction, as well as a range of ongoing employment opportunities on completion.</p>
	<p>Visitor experience</p> <p>A stronger focus on environmental education and diverse activities for a range of ages and interests; including animals, environment, culture, bush tucker and guided walks.</p>	<p>The centre and surrounding landscape are being co-designed with the Traditional Owners, Eastern Maar.</p> <p>When the centre opens, it will feature bush tucker, habitat and climate change education opportunities, whilst fostering a greater understanding of Eastern Maar culture.</p> <p>Ecology and culture sit at the heart of the plans including:</p> <ul style="list-style-type: none"> • A Visitor Experience Centre providing opportunities for visitors to be educated about the natural landscape and how to tread lightly on Country. • A Welcome Garden serving as the introduction to Country and a celebration of the Eastern Maar story telling and ecology. • Discovery trails teaching visitors about habitats and the environment. • A bush tucker garden, featuring bush tucker species and uses unique to Eastern Maar tradition.



Australian Government



Theme	What we heard	What we are doing
Environmental	<p>Protecting the coastline</p> <p>The coastline is very fragile and unstable, concern that further ‘development’ is not viable and will have a negative impact.</p>	<p>Ensuring the existing landscape and wildlife are protected is very important. The Eastern Maar principle to ‘Do No Harm’ has been at the forefront of design and strategic decisions made as part of this project. Detailed ecological and heritage assessments have been undertaken and, in line with this assessment, Development Victoria has:</p> <ul style="list-style-type: none"> • Revised designs to avoid indigenous vegetation where possible; and • Refined strategies designed to disperse vehicular and foot traffic throughout the site. <p>Development Victoria will also work with the construction partner to ensure a detailed Construction Environment Management Plan is established and carefully followed.</p>
	<p>Impacts to coastal vegetation</p> <p>The introduction of trails in the park would be detrimental to the environment. The project needs a focus on environmental education to ensure greater awareness and protection of what we have for future generations.</p>	<p>To support ongoing management of the land, stories of Eastern Maar’s values will be incorporated into the Welcome Garden through ‘discovery trails’ that reveal the story of the precinct’s ecosystem. Information will include management of indigenous vegetation and wildlife, and design and management tools for climate resilience.</p> <p>A detailed ecological assessment has also been undertaken to better understand the native vegetation and animals at the precinct. The trail locations have been informed by this assessment and avoid damage to native habitat where possible. The trails will use wildlife sensitive lighting and barriers to restrict the movement by people, while allowing access by wildlife. Additional habitat will be created through native planting and landscaping.</p>
Design and built form	<p>Design principles</p> <p>Any built form should be secondary to the landscape and should sit within the landscape. Nothing should feel out of place or overwhelming, and universal access through the precinct is important.</p>	<p>The location of the Visitor Experience Centre has been informed by detailed cultural and ecological assessments to avoid areas of ecological and cultural significance. The buildings have been designed to sit within the landscape and appear to be woven into the surrounding land. Strategic placement of the Visitor Experience Centre has been carefully considered to provide universal access for all and offer inclusive vista opportunities for everyone to witness the breathtaking coastline.</p> <p>Nearby parking bays retreat into the dense Manna Gum landscape, while all vegetation and materials have been guided by the precinct’s key flora and fauna habitat.</p>
	<p>Culture and heritage</p> <p>The precinct should provide educational opportunities, as well as showcasing heritage, involvement of Traditional Owners, and the importance of comprehensive historical and cultural representation.</p>	<p>The centre and surrounding landscape are being co-designed with the traditional owners, Eastern Maar. When the centre opens, it will feature bush tucker, habitat and climate change education opportunities, whilst fostering a greater understanding of Eastern Maar culture.</p>

Theme	What we heard	What we are doing
Transport and access	<p>Emergency access</p> <p>Traffic congestion is a big issue and problematic for first responders if there is an accident. Locals are fearful of international drivers causing accidents on the Great Ocean Road.</p>	<p>The site has been designed to support emergency service connectivity, including an emergency vehicle area at the Visitor Experience Centre that is large enough to accommodate both fire and ambulance services. The precinct will include two emergency vehicle ingress/egress from Booringa Road and the Great Ocean Road, informed by feedback from emergency services.</p> <p>The Visitor Experience Centre will include the delivery of a dedicated first aid room.</p>
	<p>Movement and traffic</p> <p>We need better transport options to connect visitors, businesses and experiences, and a strong dispersal strategy to get people off the Great Ocean Road.</p>	<p>Improving safety and access is key to the plans. Movement and traffic works will include:</p> <ul style="list-style-type: none"> • Improved vehicle access and emergency service connectivity for the new Visitor Experience Centre. • Upgrades to Booringa Road to improve safety, including installing a new roundabout to support safe entry into the new Visitor Experience Centre, with dedicated segregation between private vehicles from coaches and coasters. • Longer term plans include works to the intersection of Great Ocean Road including another proposed roundabout and design features that will encourage safe traffic management, particularly during peak seasonal months. <p>While the new entrance that is being delivered on Booringa Road will accommodate the expected traffic flow for the next 10 to 20 years, the second roundabout will enable the new Visitor Experience Centre to safely welcome growing numbers of visitors for at least the next 30 years.</p>

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At Development Victoria, we create places for people.

We're a government agency partnering with industry leaders and local communities to transform ambitious ideas into reality.

We reimagine iconic places like the Melbourne Arts Precinct, Flinders Street Station, and Melbourne Park to transform them for future generations. We deliver regional projects like the Geelong Arts Centre, and Galkangu – Bendigo GovHub, utilising public land to create connected, sustainable places which will create lasting benefits for regional communities.

We build homes in places people genuinely want to live, close to jobs, services, and transport - and we deliver infrastructure to support these growing communities, including new and upgraded sporting facilities, and public open space.

Together, we deliver places that make a genuine difference to the people of Victoria.



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In the spirit of reconciliation, Development Victoria respectfully acknowledges the Traditional Custodians of Country throughout Victoria. We recognise their continuing cultural heritage and connection to land, and pay our respects to their Elders, past and present.

