

Business & Tourism Work Group

3.00pm to 5.00pm, Friday 28 October 2016

Meeting 3# Minutes

COMMUNITY
RESILIENCE

Attendees: Paul Greene, CRC (Chair); Rex Brown; Sharee Evans; Clare Malone (COS), Tony White (COS); Kerri Eler, (RDV).

Apologies: Brydie Paton.

1 Welcome and Introductions

Paul Greene welcomed Work Group members and invited them to introduce themselves.

The minutes from the previous meeting were confirmed.

2 GOR Landslides

The Work Group discussed the impacts of the Great Ocean Road (GOR) landslides and subsequent road closures including the current situation, impact on business and alternative road access.

Paul Greene outlined the plan for the construction of retaining walls to prevent further landslides. He explained that consultation will be undertaken with the community with the works expected to be completed by Christmas. Rex Brown noted that he has suggested to Vic Roads that a Fact Sheet be prepared which should be out next week.

The Work groups discussed the economic impacts noting that:

- there has been a 40% reduction in accommodation bookings along the GOR and this remains the situation looking forward with people advising that this is due to the road closures
- tradespeople have also suffered losses
- Wye Caravan Park has experienced less through traffic
- The Wye Beach Hotel takings have decreased by 65% over September and the school holidays.

The Work Group discussed the importance of all communications sending a consistent message that the road is open for business.

Paul Greene highlighted the work that has been done to improve the GOR noting the construction of two new bridges.

Actions

- Kerri Eler to talk to VicRoads and Visitor Victoria to ensure consistent messaging that the GOR is open for business.
- Tony White/Adrian Healey to also ensure consistent messaging in any local campaigns.
- Kerri Eler, Tony White and Sharee Evans to provide data on visitor impacts.
- Tony White to investigate and advise if Gray River Road is to be sealed.

3 Meeting with Sarah Henderson

Paul Greene explained that Sarah Henderson had visited Wye River the previous day and advised that she would like to set up a Taskforce to look at extending the GOR walk.

4 Great Ocean Walk – Update on discussions to date

Paul Greene advised that he had spoken with both VicRoads and Parks Victoria about extending the GOR Walk. He also explained that he and Peter Hay from VicRoads walked the Old Railway 2.5 kms circular walk and that Peter will prepare a report for the consideration of the Working Group at the next meeting.

Actions

- Kerri Eler to investigate and advise on status of works on GOR.

5. Parks Report on Walks in South West Barwon Region

Paul Greene advised that Amanda will present the report at the meeting and provide a summary a week before.

6 Otway Coast Tourism – Successful Grant Application

Rex Brown advised that \$50,000 in funding has been provided to GORRT by RDV from the Great Ocean Road Economic and Community Recovery Fund to prepare a Destination Action Plan for the area. He explained that GORRT will run workshops to get stakeholders to come up with ideas for projects and the outcome will be a Plan that will detail actions to be taken.

7 RDV Funding Grants

- **Wye to Pub**

Tony White advised that it will not be possible to hold this event in March 2017 due to organization required and that RDV is happy for the event to be delayed until 2018.

- **Showcasing Local Trades and Services**

Clare Malone explained that a funding application from COS to the Great Ocean Road Economic and Community Recovery Fund to hold a Showcasing Local Trades and Services for \$10,000 has been successful. The purpose of the event is to provide local tradespeople and businesses with an opportunity to establish contacts with the local community and building industry.

The Work Group discussed how to promote and engage with potential participants.