

ADVOCACY FACT SHEET

POINT GREY - LORNE REDEVELOPMENT

ICONIC GREAT OCEAN ROAD DESTINATION

COMMUNITY SUPPORTED MASTER PLAN

**30 CONSTRUCTION AND 14 HOSPITALITY JOBS
CREATED**

SIGNIFICANT MULTIPLIER FOR SERVICE AND SUPPLY JOBS

\$6.9M PROJECT

**\$2.30M ALREADY COMMITTED BY THE GREAT
OCEAN ROAD COAST COMMITTEE AND THE
LORNE AQUATIC AND ANGLING CLUB**

**\$4.6M NEEDED FROM STATE AND FEDERAL
SOURCES**

PROJECT PRIORITY OF G21 AND GREAT OCEAN ROAD REGIONAL TOURISM

**CREATIVITY, VIBRANCY, ACTIVITY TO ENTICE
'STOP, SPEND, AND STAY'.**

Masterplan

In 2012, the Great Ocean Road Coast Committee (GORCC), and its project partners (Surf Coast Shire (SCS), Regional Development Victoria (RDV), and the Department of Environment, Land, Water and Planning (DELWP), commenced a planning process to identify a suitable, achievable option for the future use and development of the iconic Point Grey in Lorne.

Although popular for tourism, and recreational fishing, the precinct is currently rundown and does not operate to its full potential as an iconic Great Ocean Road destination and visitation point.

With a Masterplan that is strongly supported by the local and regional communities, the project is now in the final planning phase and GORCC is working to have design, documentation, planning approvals, leasing, and grant

funding completed for project commencement in the first half of 2018.

The Project Steering Group, comprising key community and agency leaders is working together effectively to ensure the success of this vital community and economic development project. The Group is committed to a redevelopment which will deliver high quality design, creative experiences, and strong linkages to the Lorne township and hinterland. The mission is to entice visitors currently passing Point Grey – Lorne to stop, spend, and stay.

The project commencement is now reliant on successful advocacy for State and Federal government funding.

Business Case

The Point Grey – Lorne Business Case identifies 30 construction and 14 ongoing hospitality jobs will be generated from the redevelopment of Point Grey - Lorne. A significant number of jobs in the associated service and supply sectors will also be generated.

The total cost of the redevelopment is expected to be \$6.90M. One third of the total cost (\$2.30M) is already committed to the redevelopment from the Great Ocean Road Coast Committee and community funding from the Lorne Angling and Aquatic Club.

To fulfil community expectations and implement the Masterplan, a further \$4.60M in grant funding is required from State and Federal Government sources.

Cultural Heritage and History

Point Grey - Lorne has a cultural heritage dating back 60,000 years. This cultural heritage will be acknowledged and celebrated in the redevelopment.

During the 19th and early 20th centuries the precinct became the commercial hub of Lorne through vibrant timber, fishing, and tourism industries. This significant local history will also be celebrated.

**CREATIVE DESIGN,
VIBRANT ACTIVITY,
EXCITING PUBLIC
REALM - ENTICING
VISITORS TO STOP,
SPEND, AND STAY.**

Project Steering Group Leadership

An important feature of this project's development has been the Project Steering Group, comprising local and regional leaders from business, tourism, and government. This group has strongly endorsed the Masterplan and Business Case and are now committed to delivering an exciting and creative redevelopment. The Project Steering Group members and ongoing advocates are:

STEERING GROUP MEMBERS

Great Ocean Road Coastal Management (GORCC)

Ken Northwood (Chairman)
Richard Davies (CEO)
Katie Dolling (Secretariat)

Surf Coast Shire

Cr. Clive Goldsworthy: Ransce Salan (General Manager
Environment & Development)

Lorne Aquatic and Angling Club (LAAC)

Graeme Norton (Commodore)

Committee for Lorne

Ian Stewart (President)

Lorne Business Tourism and Traders Association

Chris Tutungi (Secretary)

Friends of Queens Park

John Wilson (President)

Office of the Victorian Government Architect

Bronwen Hamilton (Manager Victorian Design Review Panel)

Great Ocean Road Regional Tourism

Liz Price (General Manager)

Department of Environment, Land, Water and Planning

Greg Leece (Regional Manager, Land Planning & Approvals)



Next steps for project success

To achieve our agreed vision for Point Grey – Lorne, GORCC on behalf of project proponents will need to follow four **directional signposts** rigorously and simultaneously over the next 9-12 months. The signposts are:

Architectural Design Eol

Advised by the Office of the Victorian Government Architect, and Citylab. This process will be informed by the Masterplan, quantity surveying advice, and specific work undertaken by the Project Steering Group and GORCC.

The outcome will be design and documentation necessary to facilitate DELWP Coastal Management Act consent; Surf Coast Shire planning approvals; and the construction process.

Commercial Tenancy Eol

Advised by Charter Keck Cramer, commercial property advisors; and Fitzroys commercial real estate. This process will be informed by the Business Case and recent work of the Project Steering Group and GORCC.

The outcome will be a commercial tenant who satisfies the broad range of criteria in the selection process.

Funding Advocacy Strategy

Developed with input from government, community, and regional alliances. This will need to be supported by the highest levels of lobbying and advocacy efforts from GORCC and the local community.

The outcome will be government commitments to grant sufficient funding to enable the project to proceed.

Governance & Probity Strategy

Advised by Pitcher Partners and DELWP. This process will ensure transparency to demonstrate integrity and honesty required to earn and sustain public trust.

The outcome will be political and community acceptance of the processes and outcomes above.



For further information contact:

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**GREAT OCEAN ROAD
COAST COMMITTEE**

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