17.04 TOURISM

31/07/2018
VC148

17.04-1S
31/07/2018
VC148

Facilitating tourism

Objective

To encourage tourism development to maximise the economic, social and cultural benefits of developing the state as a competitive domestic and international tourist destination.

Strategies

Encourage the development of a range of well-designed and sited tourist facilities, including integrated resorts, accommodation, host farm, bed and breakfast and retail opportunities.

Seek to ensure that tourism facilities have access to suitable transport.

Promote tourism facilities that preserve, are compatible with and build on the assets and qualities of surrounding activities and attractions.

Create innovative tourism experiences.

Encourage investment that meets demand and supports growth in tourism.

Policy guidelines

Consider as relevant:

- Any applicable regional tourism development strategy.

Policy documents

Consider as relevant:

- *Tourism Investment Guidelines – Your Guide to Tourism Investment in Victoria* (Tourism Victoria, 2008)

17.04-1L   Facilitating tourism in Surf Coast

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C136surf Proposed C133surf **General strategies**

~~Direct tourism use and development to land within settlement boundaries or in locations with easy access to existing infrastructure, except where it is located in the Cape Otway Road Australia (CORA) Sports, Tourism and Accommodation Development.~~

~~Discourage tourism use and development on land outside settlement boundaries that is subject to the Significant Landscape Overlay Schedule 1 or where the removal of indigenous vegetation cannot be avoided or minimised.~~

~~Discourage tourist development in the Benwerrin-Mt Sabine area, Bells Beach viewshed and Point Addis.~~

Encourage tourism use and development that will increase visitor length of stay and increase visitor numbers in the off-peak period.

Encourage tourism ~~uses~~use and development to incorporate ecologically sustainable design.

~~Encourage low scale eco-tourism operations and ancillary uses.~~

~~Limit the intensity and scale of tourism facilities and activities so that they respond to their natural setting and avoid adverse visual impact on the natural environment and rural landscape, except where they are located in the Cape Otway Road Australia (CORA) Sports, Tourism and Accommodation Development.~~

~~Design non-agricultural based tourism accommodation to complement the site's natural features and processes.~~

~~Facilitate the provision of infrastructure~~Direct tourism use and development to land within settlement boundaries or in locations with easy access to the infrastructure needed to support the ~~tourism industry~~use and development.

~~Encourage agriculture based tourism development in the rural hinterland to assist in the diversification of the rural economy.~~

Encourage tourism development in a non-urban zone to be:

- ~~Located near existing townships.~~
  Located near existing townships.

- ~~Sited and designed to avoid conflict with existing rural uses.~~
  Sited and designed to avoid conflict with existing rural uses.

Encourage eco-tourism operations and ancillary uses that respond to their natural setting and avoid adverse impacts on the natural environment and rural landscape.

~~Limit non-agricultural based tourism development to nature and adventure based tourist activities that provide accommodation, except for key strategic tourist destinations such as the Cape Otway Road Australia (CORA) Sports, Tourism and Accommodation Development~~Design tourism use and development to complement the site's natural features and ecological processes.

Encourage nature based activities that complement the environmental assets and landscape values on the land and surrounding area.

Discourage tourism uses and development on land that is subject to the Significant Landscape Overlay Schedule 1.

Discourage tourist use and development in the Benwerrin-Mt Sabine area.

Discourage tourist development in the Bells Beach viewshed and the Point Addis area.

~~Limit non-agricultural based tourism development to the Lorne coastal hinterland or other selected rural areas~~Encourage the provision of camping and caravan parks with a tourism focus as affordable visitor accommodation when they are located within or near existing settlements and in locations with easy access to a main road and reticulated services.

Encourage ~~provision of caravan parks as affordable visitor accommodation.~~ camping and caravan parks that are functionally distinct from a residential village by:

- Providing supporting facilities focused on tourist needs, including communal and recreation facilities, ablution blocks, and facilities that allow for pre-booked or walk-up bookings.
- A balanced mix of short term accommodation types, including movable buildings, and sites for motor homes, camper vans and tents.

Coastal towns strategies

Encourage the retention of the caravan parks and school camps in Torquay-Jan Juc, Lorne, Anglesea and Aireys Inlet as a provider of low cost visitor accommodation option.

Limit non-agricultural based tourism development in the Lorne coastal hinterland.

Encourage the establishment of sustainable tourism activities in the Lorne hinterland where:-

- Bushfire risk will not be increased.
- Environmental assets identified through the *Surf Coast Shire Biodiversity Mapping Project 2014* (~~The~~ Surf Coast Shire, 2014) will not be significantly impacted.

Encourage tourist accommodation in Lorne's Tourist Accommodation Precincts along Smith Street and at the eastern end of Point Grey, as indicated on the Lorne framework plan in Clause 02.04.-

Promote ~~opportunities for~~a variety of environmentally sustainable nature and adventure based tourism use and development in Anglesea and Aireys Inlet to Eastern View.

~~Retain the caravan parks and school camps in Anglesea as a provider of low cost visitor accommodation.~~

Promote opportunities for tourist accommodation in Aireys Inlet to Eastern View ~~that are sited and located~~where the accommodation is located and sited to respond to its location and natural setting.~~–~~

Rural towns strategies

Support the establishment of tourism based commercial development in Winchelsea that is associated with its historic buildings.

Encourage activities and events in Winchelsea that attract year round tourism.

Encourage uses compatible with tourism in Winchelsea to locate in the commercial areas indicated on the Winchelsea commercial centre framework plan in Clause 02.04 that are:

- Between the Barwon River and Austin Street north of Willis Street.-
- In the Winchelsea Town Centre.

Facilitate opportunities for Barwon Park to develop as a tourism and events hub for Winchelsea.-

Facilitate ~~low scale~~ tourist accommodation and enterprises in the Bellbrae ~~that add to~~township that compliment the scenic values and appeal of the area.-

Encourage ~~bed and breakfasts and other forms of tourist accommodation~~a variety of tourist accommodation and produce based events in the Deans Marsh township to cater for visitors seeking a retreat from urban areas.

Rural hinterland strategies

Encourage agriculture-based tourism use and development in the Tourism and agri tourism area shown on the Rural Hinterland Tourism Activation map in this Clause.

Promote nature-based tourism use and development in the Tourism and agri tourism area shown on the Rural Hinterland Tourism Activation map in this Clause containing natural assets where bushfire risk can be reduced to an acceptable level without compromising the natural values of the site or surrounding area.

Promote tourism use and development that emphasises:

- local food, wine and produce, or

- nature based experiences and outdoor recreation that prioritise the natural environment.

Discourage tourist development in the hinterland outside of the Tourism and agri tourism area shown on the Rural Hinterland Tourism Activation map in this Clause.

Promote the clustering of complementary rural tourism use and development with agrifood businesses at designated activity nodes throughout the hinterland as shown on the Rural Hinterland Tourism Activation map in this Clause.

Encourage a diversity of short term accommodation in the rural hinterland with a particular focus on bed and breakfast, host farms and group accommodation where an on-site manager is present.

Promote host farms in the Deans Marsh and Pennyroyal districts.

Direct residential hotels and camping and caravan parks to areas of lower bushfire risk where they provide a connection or convenient access to a tourist facility, tourist attraction or outdoor recreation.

Encourage events in lower bushfire risk areas or outside of the declared bushfire season where:

- The use and development, whether permanent or temporary, will not limit the agricultural production capacity on the land or nearby land.

- The site is conveniently located to a main road.

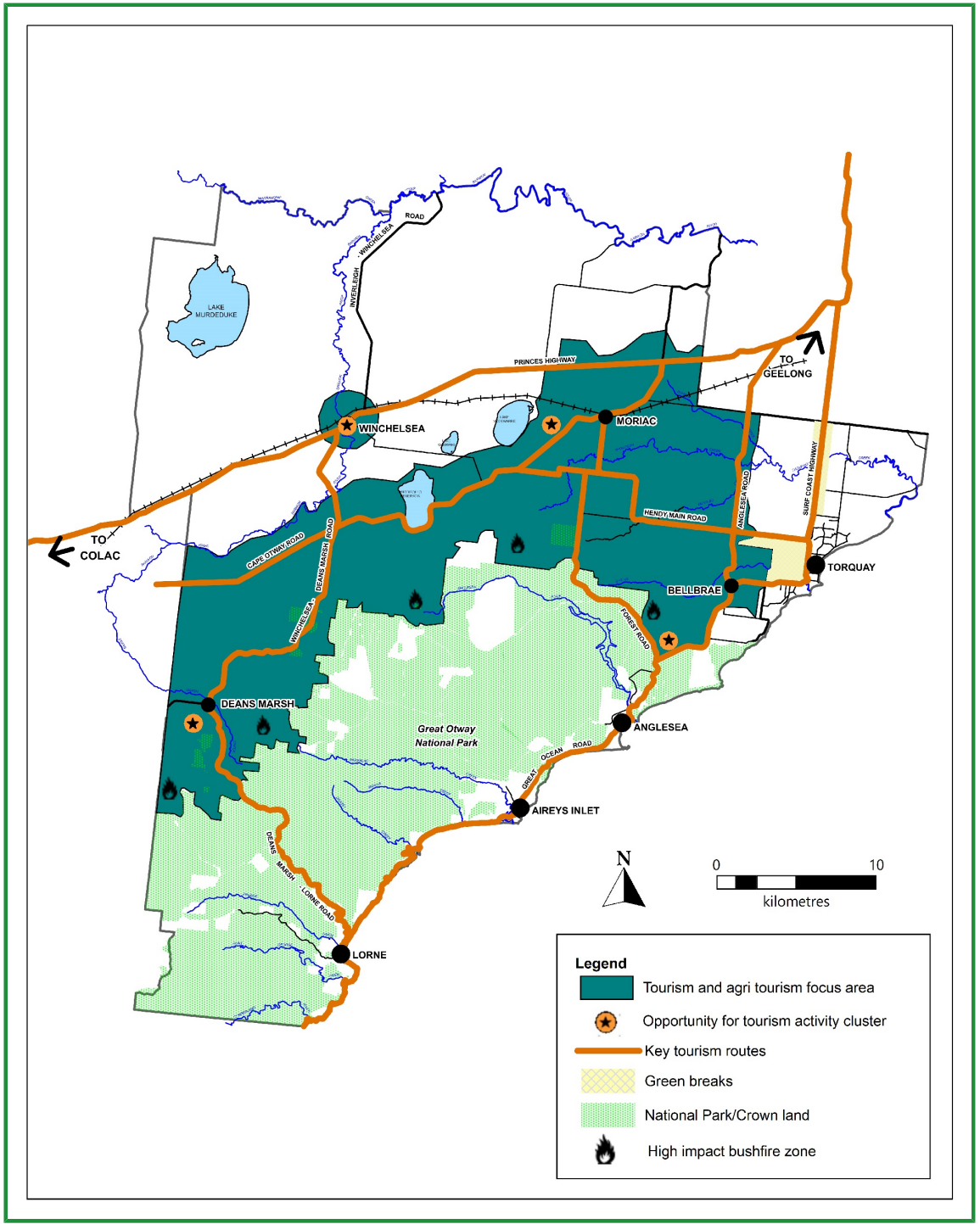### Policy guidelines

Consider as relevant:

- For events in rural areas, the views of the Country Fire Authority and other relevant emergency service providers, including on their capacity to respond to an emergency event on or threatening the site.

- Whether the proposed function centre:

  - Complements the primary use of the land for agriculture.

  - Will be conducted predominantly within a building designed to protect people and livestock on nearby properties from unreasonable interference from noise.

  - Has convenient access to a main road.

  - Will limit the operation or expansion of agricultural uses on the land or nearby land.

- Whether the location of a proposed camping and caravan park outside of a settlement:

  - Relies on its location having regard to its proximity to existing tourist attractions.

  - Is suitable by way of topography, road access, landscape significance and vegetation cover.

Policy documents

Rural Hinterland Futures Strategy (Surf Coast Shire, 2019)

Great Ocean Road Region Landscape Assessment Study (Department of Sustainability and Environment, 2003)

Rural Hinterland Tourism Activation map

Legend

Tourism and agri tourism focus area

Opportunity for tourism activity cluster

Key tourism routes

Green breaks

National Park/Crown land

High impact bushfire zone

17.04-2S Coastal and maritime tourism and recreation

31/07/2018
VC148

Objective

To encourage suitably located and designed coastal, marine and maritime tourism and recreational opportunities.

Strategies

Support the development of ecotourism, tourism and major maritime events.

Ensure a diverse range of accommodation options and coastal experiences are provided for and maintained.

Ensure sites and facilities are accessible to all.

Ensure tourism development, within non-urban areas, demonstrates a tourist accommodation need and supports a nature-based approach.

Ensure development is of an appropriate scale, use and intensity relative to its location and minimises impacts on the surrounding natural, visual, environmental and coastal character.

Develop a network of maritime precincts around Port Phillip and Western Port that serve both local communities and visitors.

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hastings, Hobsons Bay, Mordialloc, Mornington, Patterson River, Portarlington, Queenscliff, St Kilda, Stony Point/Cowes and Wyndham.

Provide public access to recreational facilities and activities on land and water.

Encourage high quality urban design that is innovative, sustainable and integrated with surrounding areas.

Support maritime and related industries in appropriate locations.

Policy documents

Consider as relevant:

- *Boating Coastal Action Plan* (Central Coastal Board, 2007)
- *Victorian Coastal Strategy* (Victorian Coastal Council, 2014)
- *Coastal Spaces Landscape Assessment Study* (Department of Sustainability and Environment, 2006)

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Coastal tourism and recreation

Strategy

Encourage coastal dependent recreational and tourism activities that complement and promote the coast's natural and cultural values.