



Kennett River Tourism Infrastructure Improvements - Project Scope

The Kennett River Tourism Infrastructure Improvements have been made possible through the Geelong City Deal - a 10-year plan to revitalise Geelong and unlock the potential of the Great Ocean Road visitor economy. The Geelong City Deal has provided \$1.9M in funding from the Australian Government towards the tourism infrastructure improvements in Kennett River.

Colac Otway Shire Council, as a local government authority, is responsible for managing three City Deal projects which are fully funded by the Australian Government as part of the Geelong City Deal:

1. Redevelopment of Apollo Bay Harbour
2. Apollo Bay to Skenes Creek Coastal Trail
3. Kennett River Tourism Infrastructure Improvements

Kennett River City Deal Project – Deliverables

A new public amenity block and wastewater treatment facility

A new well-located public amenity block is required with a wastewater treatment facility for easy access by visitors. The wastewater treatment facility is required to manage wastewater in this environmentally sensitive area.

New parking and traffic management infrastructure

New parking and traffic management infrastructure is required including new signage, pedestrian paths, road sealing/lining and vehicle parking. The improvements will disallow large coaches from entering the local road network in Kennett River and will provide dedicated parking for small tour buses to support sustainable tourism outcomes.

The project will provide:

- road and parking improvements - **\$1.2M**
- a new public toilet facility - **\$300K**
- a new wastewater treatment plant for the public toilet facility - **\$400K**

Why

The Kennett River Infrastructure Improvements have been guided by the findings of the *Kennett River Tourism Parking and Traffic Strategy* adopted by Council in June 2019. As a result of experiencing increasing pressures from tourism associated with the Great Ocean Road, the *Strategy* included extensive community consultation activities with the aim of managing tourism parking and traffic infrastructure proactively by identifying:

- the capacity of town to manage increased tourist numbers
- infrastructure priorities to improve the tourist and resident experience
- ensuring ongoing public safety.

When & Where

The City Deal Implementation Plan was released in October 2019. Colac Otway Shire installed a City Deal Project Team in early 2020, and preliminary planning works began mid-2020.

It is anticipated the Project will undergo a Planning & Design phase for just over 12 months (from mid-2020 to Q3 2021), and an approximate 14-month Construction phase from Q4 2021 until late 2022.

The two main interlinked activities – to make traffic and parking improvements, and build a new public toilet and associated wastewater treatment plant – will be created at the entrance to Kennett River.

How

The COS Project Director is working alongside a small team of contractors to assist with project delivery based in the Apollo Bay Nelson Street office. The City Deal Project Team will manage the entire \$1.9M project for improving tourism infrastructure.



Contractors and specialist design consultants (i.e. traffic engineers, wastewater treatment plant designers) will be managed by the Project Team to design, plan, engage and ultimately construct the infrastructure. Tenders and contracts will be awarded following Council’s standard procurement procedure.

Who

A range of stakeholders have been involved in the project over many years. The COS Geelong City Deal has created a governance structure to sit below the State Government overarching governance model. It includes an Executive Steering Committee, a Project Control Group and a Community Reference Group.

COS Community Reference Group (CRG)

Nominated stakeholders from key community groups and organisations in Kennett River, Skenes Creek and Apollo Bay where the three City Deal projects are being delivered. The City Deals CRG includes one appointed Councillor delegate along with an open invitation to all COS Councillors.

Kennett River (KR) Working Group

The KR Working Group was established in October 2020 on specific request from the community to focus on the intricacies of Kennett River. It includes representatives as nominated by the Kennett River community and local businesses to assist delivery of the Kennett River City Deal infrastructure improvements. This includes Kennett River Residents Association, Kennett River General Store/Kafe Koala, Kennett River Surf Life Saving Club, Great Ocean Road Regional Tourism (GORT), other local business operators, permanent residents and long-term visitors to the town. The KR Working Group is an important group to help progress the infrastructure improvements and to support community engagement opportunities.

Project Grant Funding Objectives

The Geelong City Deal aims to:

- support growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourism destinations
- drive continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for Geelong and the Great Ocean Road region.

Project Outcomes

Enhancing the tourism experience in addition to better coordinating pedestrian and vehicle interfaces in order to improve safety for visitors and local residents. A new well-located public amenity block will allow easy access and will manage wastewater in this environmentally sensitive area.

