



GREAT OCEAN ROAD
COAST & PARKS

STAY SAFE AND TRAVEL HAPPY



SCAN THE QR
TO LEARN MORE



Picture this: it's a sunny afternoon, the waves are gently lapping at the shore, and the beach is pristine. Well, except for that rogue chip packet tumbling down the sand like it's auditioning for a sequel to Castaway.

Enter Great Ocean Road Regional Tourism's latest initiative, "Stay Safe, Travel Happy," a cheeky twist on responsible travel that tackles the "naughty things" we've all seen on our beaches and in our parks during the summer.

Great Ocean Road Coast and Parks is backing this playful yet practical push to keep our regional treasures safe, clean, and welcoming. Whether it's a stray sandwich wrapper or a bit too much enthusiasm for selfie-sticking with the local wildlife, this campaign has a hilarious, yet important, way of making sure we know better and do better.

NAUGHTY, BUT NOT NICE

So, what exactly are these "naughty things"?

The campaign's cast of characters reads like a rogues' gallery of travel no-nos. Meet 'Flick Daway', she's the one responsible for that rogue chip packet! 'Slippery Cliff', leading you to places you shouldn't go, and my favourite, 'Rick Head', that annoying fella who thinks he owns the place.

These caricatures are hilariously relatable but pack a serious punch when it comes to highlighting bad habits that harm our environment, animals, and communities.

TOP OFFENCES ON THE NAUGHTY LIST:

Littering: It's not just about ruining the view. From chip packets to cigarette butts, it's unsightly and a hazard that could end up in the ocean, posing a real threat to marine life.

Ignoring Local Guidelines: Fire restrictions, camping rules and barriers exist for a reason. People like 'Slippery Cliff' might think they don't apply to them, but spoiler alert: they do.

Wildlife Interference: Feeding native animals might seem cute, but it can mess with their natural diet and behaviour. Ever seen a seagull on a sugar high? Not cute.

KEEPING IT FUN, KEEPING IT REAL

Let's be clear: "Stay Safe, Travel Happy" isn't about wagging fingers; it's about using humour to inspire better habits.

You may have already seen this campaign roll out through social media, ads, and a website that's both practical and entertaining. Imagine finding a nice picnic spot among the trees only to have a 'Rick Head' and his mates show up blasting the tunes and generally running amok.

Being respectful, being aware of surroundings, being mindful of your

behaviour and how it impacts others is precisely the kind of thing this campaign is about.

Beyond the laughs, the campaign website offers handy tools like tide times, weather reports, and visitor information. Need to know if there's a total fire ban before lighting that beach BBQ? It's all there, at your fingertips, making it easy to plan your trip responsibly.

WHY IT MATTERS

Let's be honest, we're so fortunate to live in a state with some of the most breathtaking landscapes on Earth. From the towering cliffs of the Twelve Apostles to the serene shores of Apollo Bay, Victoria's natural beauty is a treasure we all want to enjoy.

So, let's do exactly that, and try not to spoil it for everyone else. That includes the wildlife, the environment, and yes, us.

"Stay Safe, Travel Happy" isn't just a catchy slogan; it's a call to action.

By addressing these naughty behaviours head-on, the campaign aims to:

- Protect fragile ecosystems.
- Foster respect for local communities.
- Ensure that these stunning locations remain accessible and enjoyable for generations to come.

TURNING OVER A NEW LEAF (OR CHIP PACKET)

If you've ever been guilty of a "naughty thing", and let's be honest, who hasn't, this

campaign is your chance to turn things around. It's not about shame; it's about solutions.

From picking up rubbish to keeping your distance from curious kangaroos, small changes can make a big difference.

So next time you're strolling along Bells Beach or setting up camp at Kennett River, channel your inner 'Flick Daway' or 'Ani Malpest'... and do the opposite. Pick up that stray wrapper and give the local wildlife the space they deserve.

And hey, if you see a 'Rick Head' setting up an illegal campfire while playing some tunes, perhaps pass on a polite reminder that fire bans aren't optional.

PLAN YOUR NEXT ADVENTURE

So, if you're ready to explore Victoria the right way, make sure you check out StaySafeTravelHappy.com.au for all the tips, tools, and inspiration you need to stay safe and travel happy.

With its mix of humour and heart, this campaign is proof that being responsible doesn't have to be boring.

Because let's face it: the only thing better than a perfect beach day is knowing you've done your part to keep it that way.

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