

# Our Great Ocean Road

## A NATURE POSITIVE FUTURE



### OUR PRICELESS ICON

In 2017, a Deloitte study valued the Great Barrier Reef at an astonishing \$56 billion, highlighting just how much we cherish nature.

But places like the Reef and the Great Ocean Road defy simple valuation.

These places are more than destinations or numbers; they are woven into our identity, symbols of who we are and what we hold dear. They are, in every sense, priceless.

Tourism generates \$1.9 billion dollars annually here, sustaining 9,800 local jobs and supporting communities. But this success hinges on the health of the coastline itself.

Every dune, wave-sculpted cliff, and thriving habitat plays a vital role in the region's resilience. Caring for these elements isn't just an environmental imperative; it's a sound economic decision.

### THE URGENCY OF ACTION

The Great Ocean Road region is as dynamic as it is fragile.

Tens of metres of coastline have already been lost to erosion in some areas, with rising seas and severe weather events adding pressure.

This is where the principles of a "nature-positive" approach come in.

A nature-positive future means halting biodiversity loss, working to restore ecosystems to pre-2020 levels by 2030, and setting the stage for recovery by 2050. It provides a clear roadmap forward.

The urgency of this work is undeniable—but so are the opportunities. To support this, we're building a robust evidence base through coastal adaptation planning, environmental assessments, and coastal monitoring to guide sustainable management.

**Australia is home to some of the world's most extraordinary places and wildlife, unique treasures found nowhere else on Earth.**

**We rely on nature for everything - the air we breathe, the water we drink, the food we eat, and the places we escape to.**

Yet climate change, biodiversity loss, and natural ecosystem decline threaten nature like never before. Our future — and the future of generations to come — depends on how we address these challenges together.

These challenges are not abstract; they're here, impacting the Great Ocean Road in unique ways.

The region is iconic, a national heritage-listed wonder and a vital economic driver. But it's also vulnerable. Without a collective effort to change course, these impacts will only intensify.

To protect the coast and parks, we must understand and value natural capital, not just in dollars, but in the deeper meaning it holds for us all.

By embedding the value of nature and its importance into every decision—whether through policy, business, or community action—we can turn the tide together.

### PARTNERS IN PROSPERITY

Our region is a powerful example of how environmental stewardship drives collective prosperity.

A nature-positive approach goes beyond conservation; it builds resilience, supports industries like tourism and agriculture, and creates jobs through sustainable and regenerative practices. It views nature as a partner in prosperity, not just a resource to exploit.

This isn't about us, or even about government alone.

The Great Ocean Road coast and parks belong to all of us, and it highlights the importance of collaboration across governments, businesses, and communities. Empowering First Nations communities and leading with their knowledge, aspirations and assertions is key to achieving sustainable outcomes.

We were created to unify the management of the Great Ocean Road coast and parks, to achieve greater efficiency, coordination, equity, and holistic, nature-positive leadership.

We are well-positioned to lead by example, pioneering a truly collaborative model that brings to life how a nature-positive future can be realised through thoughtful, evidence-based land management.

### ROLLING UP OUR SLEEVES

The beauty of the Great Ocean Road region is a testament to the power of community.

Every day, countless individuals dedicate their time to protect and care for this coastline. This past year, over 400 community volunteers dedicated more

than 2,000 hours to support conservation efforts – restoring dunes, combating erosion, removing weeds and maintaining paths.

Their work might not always be seen, but its impact is felt deeply, and these actions build the foundation of a nature-positive future.

With tourism rebounding and coastal communities growing, we've reinvested over \$110 million back into preserving the coast and parks.

But this is, and should be, just the beginning.

### A LEGACY WORTH PROTECTING

The Great Ocean Road is more than a stretch of coastline. It's where families come to create memories, where visitors find inspiration, and where communities unite.

Investing in its future means more than sustaining an iconic part of Australia – it's about ensuring it continues to inspire, support livelihoods, and reflect the best of who we are.

And above all, it's simply the right thing to do.

This is about safeguarding the memories, stories, and wonder yet to come.

But make no mistake—investment matters. By embracing Environmental-Economic Accounting, we can value the benefits our environment provides and make smarter decisions for a healthier, more sustainable future.

The good news? It's not too late. With the right tools and collective action, we can protect the places and species we cherish for generations to come.

The Great Ocean Road isn't just great by name. It's great by nature.

Let's keep it that way.

**Jodie Sizer**  
CEO



**GREAT OCEAN ROAD  
COAST & PARKS**



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