

The Twelve Apostles Visitor Centre
Port Campbell Community Group Inc. A0051688U

Quotes from The Warrnambool Standard article 14th January 2025

A 'government spokesperson' says:

'The Twelve Apostles Visitor Experience Centre will be a world class destination'.

"Together with our partners, we are investing \$126 million...to transform the iconic tourism destination..."

The Centre will '... encourage more local spending and boost local businesses.'

'The community, local businesses and tourism operators have helped us to create a design that will support the region's vision...'

'Over the past two years, Development Victoria has conducted community surveys, two in-person drop-in sessions...and several virtual sessions with community and key stakeholders.'

'Representatives... (architects group, Regional Development Victoria, Climate Action, Corangamite Shire, Great Ocean Road Coast and Parks Authority) attended in-person and virtual sessions to address any community questions.'

12 Apostles Visitor Centre

The 12 Apostles Visitor Experience Centre sounds like an amazing opportunity for our region ... on paper! The reality, of 'consultation' with 'community groups and key stakeholders,' is that the consultation appeared to be tokenistic.

The Port Campbell Community Group Inc. is right to be concerned about the massive spending on tourism infrastructure, the unsuitable designs of some of these structures, the potential impacts on this fragile limestone coastline, and the lack of real community consultation.

Lack of real consultation

Members of our Group have attended in-person and virtual sessions by Regional Development Victoria. In neither of these sessions did we feel listened to regarding our concerns. These sessions were tightly run, presenting an idealised vision of the Centre's 'experience'. Questions were either not addressed adequately, or ignored, or we were told 'we'll take that on board'.

Cost to taxpayers

The Group wonders at the validity of spending \$126 million on a 12 Apostles Visitors Information Centre with an aim to bring a 'world-class visitor experience', especially with so little detail or consultation being given to the community.

Design

The design shown on the government's website 15-3-2025 shows a building that looks like parliament house - below. Note the text line under the photo states "Subject to change". So how do we know what will be built?

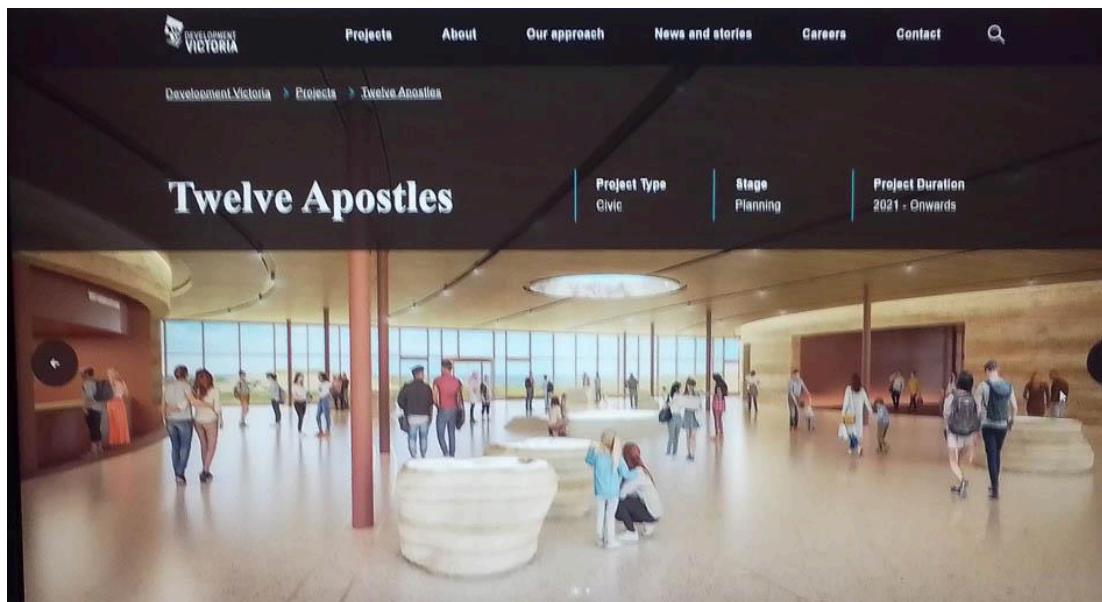
See: <https://www.rdv.vic.gov.au/grants-and-programs/twelve-apostles-precinct-redevelopment>



Image labelled: "Artist impression of the Twelve Apostles Visitor Experience Centre – subject to change."

The internal design shown to the community and on the Development Victoria website 15-3-2025 has no detail of what would be inside this building – it looks like The Ian Potter Centre: NGV Australia at Federation Square or an empty transit lounge.

<https://www.development.vic.gov.au/projects/twelve-apostles?page=overview>



“Artist impression” of interior of 12 Apostles Visitor Information Centre (above)

Effect on Port Campbell Businesses

There appears to be no studies on how any commercial premises will affect businesses in Port Campbell. If the Visitor Centre is advertised as a ‘world-class destination’ what strategies will be in place to encourage visitors to continue on to Port Campbell, and beyond as proposed in the Shipwreck Coast Master Plan which also aimed to take the pressure off the 12 Apostles. Will visitors just return to Melbourne when they have experienced this ‘destination’? Has this aim now changed?

Jobs & Local Housing

Applicants for the proposed ‘50 fulltime jobs’ which will be created will need to be housed. Yet coastal areas already have trouble accommodating workers.

Events Area

The proposed Events area is another example where the community has not been consulted nor given any information about what type of events are proposed.

Effect on the Environment and Landscape Values

Massive excavations and earth moving is occurring on a ridgeline which is counter to planning policies.

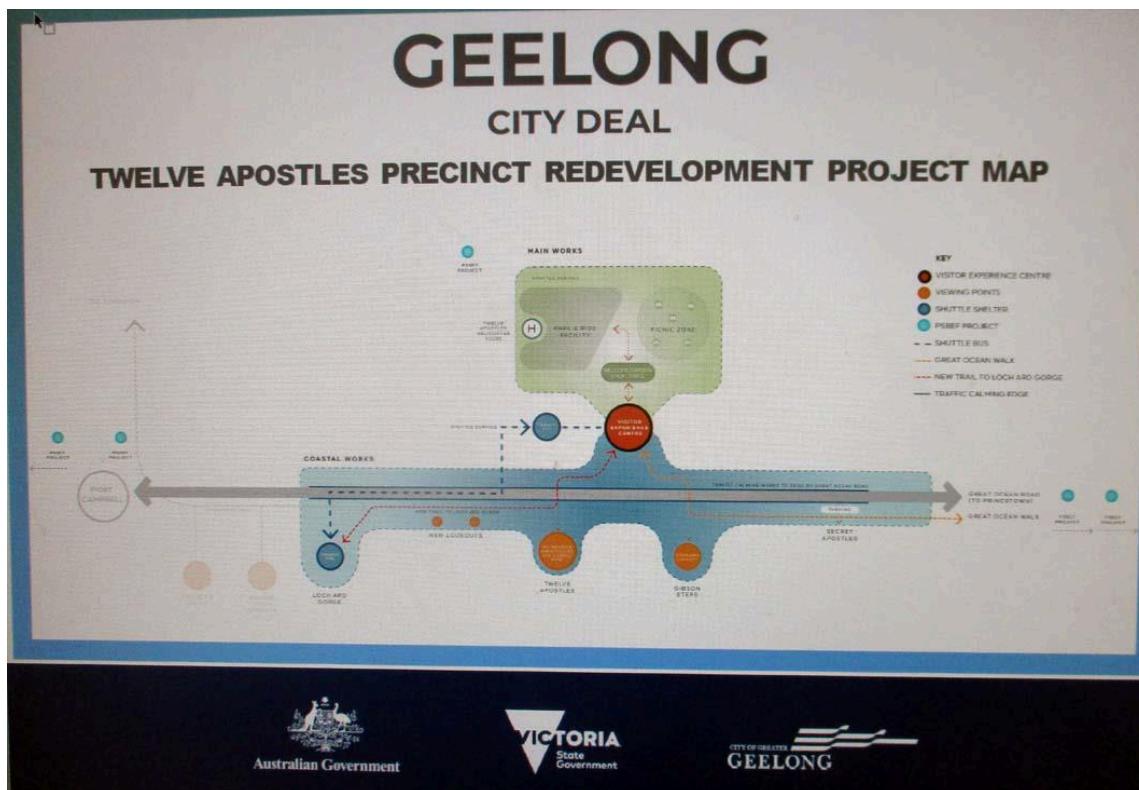


Photos above Port Campbell Community Group Inc. 26-2-2025

Excessive drainage from the works is running over the cliffs to Gibson Steps beach. Water runoff creates cliff instability. Photo PCCG Inc: 5 October 2025 (below)



Proposed Lookouts in Pristine Environment (below)



It is also alarming that the Geelong City Deal shows there is “potential for new lookouts between the Twelve Apostles and Loch Ard Gorge” (diagram above).

- How is it that someone can just draw some dots on a diagram and pronounce new viewing platforms? There has been no community consultation on this. There has been no Environmental Effects Statement.

This is a pristine and fragile landscape with sink holes and endangered species and must be protected from any development.

A Bad Deal for a Fragile Coast and the Community

The lack of community consultation and failure to consider planning policies which would protect this nationally significant coast has resulted in a bad result of both the local community, the state of Victoria and the coast’s landscape values and the natural environment.