



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

KENNETT RIVER FAMILY CARAVAN PARK MASTERPLAN

WHAT WE HEARD REPORT



Acknowledgement of Country

We acknowledge and respect the separate and distinct Eastern Maar and Wadawurrung Peoples as the Traditional Owners of the Great Ocean Road's land, waters, seas and skies and recognise their cultural knowledge that has led to sustainable practices and has cared for Country over tens of thousands of years.

We honour Elders past and present and express gratitude for their sharing of wisdom that has ensured the continuation of culture and traditional practices.

We are committed to genuinely partner and build meaningful relationships that reflect self-determination and enable us to work together with our Traditional Owners and Aboriginal communities to support the protection of Country, the maintenance of spiritual and cultural practices, and together deliver on their broader aspirations in the 21st century and beyond.



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**This project is on
Eastern Maar Country.**

We acknowledge and respect the Eastern Maar as Rights Holders of the area where the Kennett River Family Caravan Park stands and acknowledge their cultural knowledge that has led to sustainable practices and cared for Country over tens and thousands of years.

INTRODUCTION

Kennett River Family Caravan Park is located in the middle of a spectacular stretch of the famous Great Ocean Road, halfway between Lorne and Apollo Bay. Visitors can relax and enjoy the laid-back atmosphere of the park, while taking in the Great Otway National Park and sweeping ocean views.

Kennett River Family Caravan Park has various accommodation options, including powered and unpowered sites and cabins.

It boasts a great range of facilities, including a camp kitchen, barbecue area and playground with the local general store located conveniently nearby.

PLANS FOR THE CARAVAN PARK

We are preparing a masterplan (10-year vision) to ensure the Kennett River Family Caravan Park continues to provide a comfortable, relaxing stay while maintaining its natural essence. Developing a masterplan is an exciting opportunity to find out what is loved about the caravan park and what actions could be taken to ensure a positive user experience for many years to come. This masterplan will sit alongside the wider Kennett River Precinct Plan, delivered by the Geelong City Deal.

Community engagement for the Kennett River Family Caravan Park Masterplan is ongoing, with a draft masterplan due to be presented to the community in 2024.

Why now?

A 2022 review into the funded Great Ocean Road Geelong City Deal projects found benefit in installing public toilets for all visitors to Kennett River in a new building, located at the entrance of the Kennett River Family Caravan Park ([see here for more project information](#)).

This initiative would require the existing wastewater treatment facility in the caravan park to be upgraded, to service the new public toilets for the precinct. The consolidation of facilities would assist in achieving the necessary consents under the *Marine and Coastal Act 2018* and be more in keeping with the township's character.

There are many other elements of the *Marine and Coastal Policy 2020* which require consideration through a precinct-wide plan for the Kennett River Family Caravan Park.

The precinct plan will support the growing tourism and visitor economy by delivering public infrastructure and accessibility improvements through several initiatives, including:

- A new public toilet and a new or upgraded wastewater treatment plant in the adjoining Kennett River Family Caravan Park; and
- Car park and road improvements works.

The revised location of the toilets and wastewater treatment plant to within the Kennett River Family Caravan Park will ensure maintenance efficiencies, improve traffic flow and safety within the precinct.



HOW WE ENGAGED

We wanted to find out what was important to campers, visitors, and locals to inform a draft masterplan for the caravan park. We have been collecting community feedback since December 2023 and will continue to engage as the design process continues.

In December 2023, as part of a wider survey on the Kennett River Precinct, we asked you general questions about your values and this is what we heard:

- “The park is pivotal to the community’s love of the Great Ocean Road. People who cannot afford to buy but who love the Great Ocean Road all the same should have opportunity, amenity, high grade facilities and welcome home feel.”
- “There is a need to improve septic systems that meet EPA standards / guidelines.”
- “Keep the focus on simplicity and natural elements.”
- “Campers appreciate the caravan park’s family friendly atmosphere.”

On Easter Saturday (March 30) the team dropped into the caravan park to inform campers of key project information and to seek feedback on what they loved about the park and if there were any areas that could be improved.

In meeting with more than 90 campers, we heard the park is loved due to its natural environment, lack of hard infrastructure, easy access to the beach, fire pits, and the peaceful family-friendly atmosphere.

Younger campers also had a chance to share what they loved about the park and their ideas.

Suggestions included:

- More amenities with an emphasis on hot outdoor shower options
- Natural materials for internal road networks and buildings
- Increased vegetation and green grass on sites
- Improved waste management options, don’t make waste disposal areas an eyesore
- Increased green space / common areas for family and sporting activities
- More kitchen sinks and washing areas
- Improved dump sites (potentially on site as well as one central dump point).





KENNETT RIVER FAMILY CARAVAN PARK



Southern Ocean

Key

- | | | |
|-------------------------|----------------------------------|---|
| Annual Sites | BBQ Area | Evacuation Assembly Point |
| Powered Sites | Amenities Block | Fire Brigade Water Tank |
| Unpowered Sites | Accessible Facility | Fire Extinguisher |
| Cabin | Beach Access | Fire Blanket |
| Drinking Tap Water | Playground | <small>All cabins are equipped with fire extinguishers and fire blanket</small> |
| Outdoor Shower | Walkway | LPG LPG Tank No smoking or open flame permitted in LPG areas |
| Garbage/Recycle Bin Bay | First Aid | |
| Laundry | Automated External Defibrillator | |

Note: Map is not to scale



ONLINE SURVEY

FUNCTION AND EXPERIENCE

We invited all campers and visitors to complete an online survey to help inform the designs for the Kennett River Family Caravan Park Masterplan, with further opportunities to share information and ideas as the planning process progresses. Access to the online survey began on March 8, 2024, and was open until April 21, 2024.

Emails with a link to the online survey were sent to all campers (more than 4,000) that had stayed at the park in the previous 365 days. Additionally, emails were sent to local community groups inviting them to complete the survey.

A total of 116 responders shared their satisfaction with the current layout of the caravan park (relating to function and experience), while also providing suggestions for improvements.

PEDESTRIAN ACCESS

- Responders value the link between SLSC members and campers
- Majority of responders stated they were happy with the layout of paths
- Responders would prefer to minimise the non-campers wandering through the park

PARKING

- Majority of responders were satisfied with current parking capacity
- Space for one car on each site is enough.

WASTE MANAGEMENT

- Multiple requests for caravan portable toilet emptying point (Dump Point)
- Suggestions to improve recycling (such as including composting)
- Grey water disposal options to be incorporated in new plans.

COMMON SPACES AND ACTIVITY AREAS

- Request to replace current playground with natural materials – nature based
- The current common space is perfect. It’s an adequate size
- Playground with natural barriers to deter children running
- Inclusive and expanded alfresco area for activities and meals.

KITCHEN

- Modernise the kitchen
- Preference towards larger area with undercover BBQs and seating
- Multiple responders requesting additional ovens
- Interest in extra power points for charging electrical appliances and BYO equipment
- Many responders stated they did not use the camp kitchen.



AMENITIES

- More showers
- Family bathrooms
- Outdoor hot water showers
- Contactless dryers and taps and doors.

VEGETATION

- Keep native vegetation
- Better drainage on site
- More vegetation screening between sites
- Keep the trees
- Like it the way it is, the natural feel.

WILDLIFE

- Respect and value for wildlife (koalas, kangaroos, and birds)
- Wildlife needs protection without too much human interaction.

ACCESSIBILITY

- Universally accessible amenities
- Separate family toilet and accessible toilet.

PUBLIC AMENITY

Please refer to the Kennett River Precinct Plan What We Heard report regarding public amenities funded through the Geelong City Deal project.

[CLICK HERE TO VIEW](#)

Comments suggested that amenities need to blend in with the natural surroundings, meet environmental standards, discourage visitor sprawl into the caravan park boundary by utilising natural barriers, and ensure safe pedestrian movement to and from the café, beach, and river.

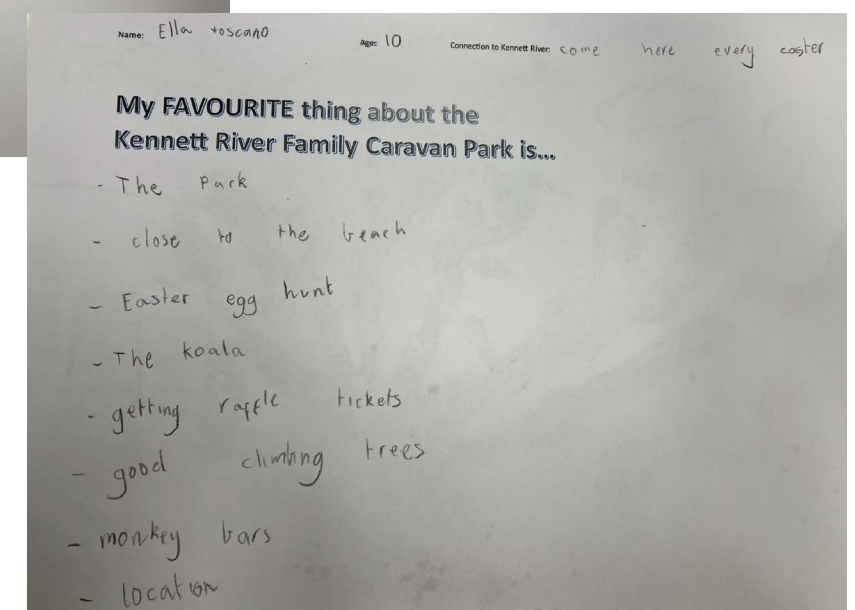
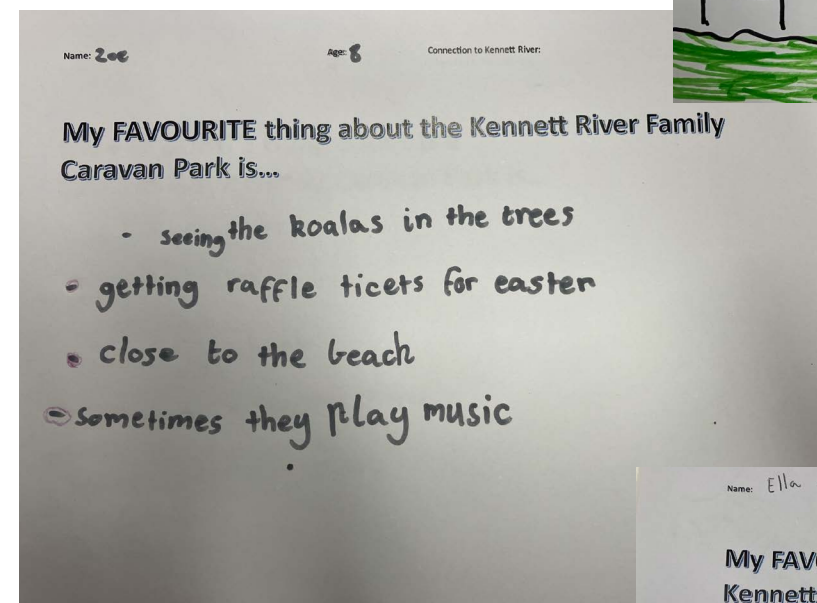
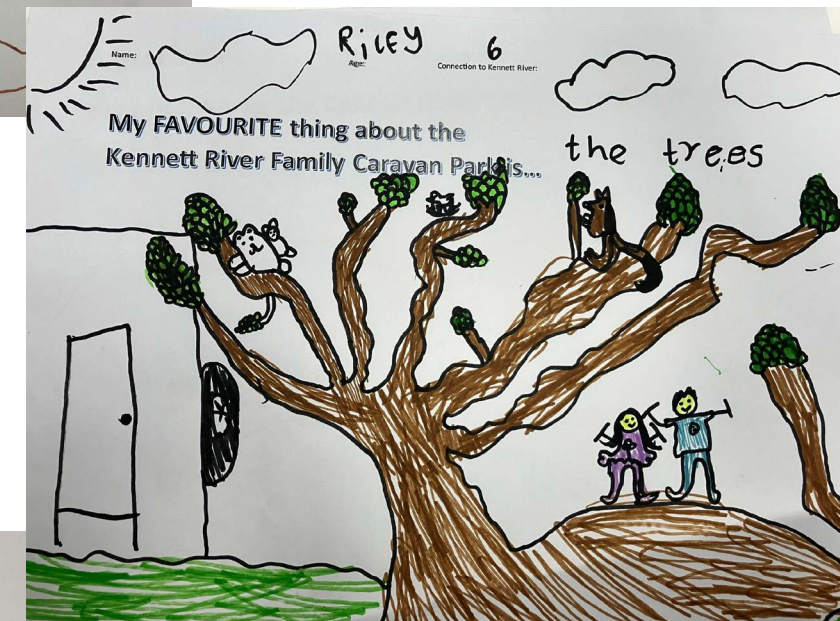
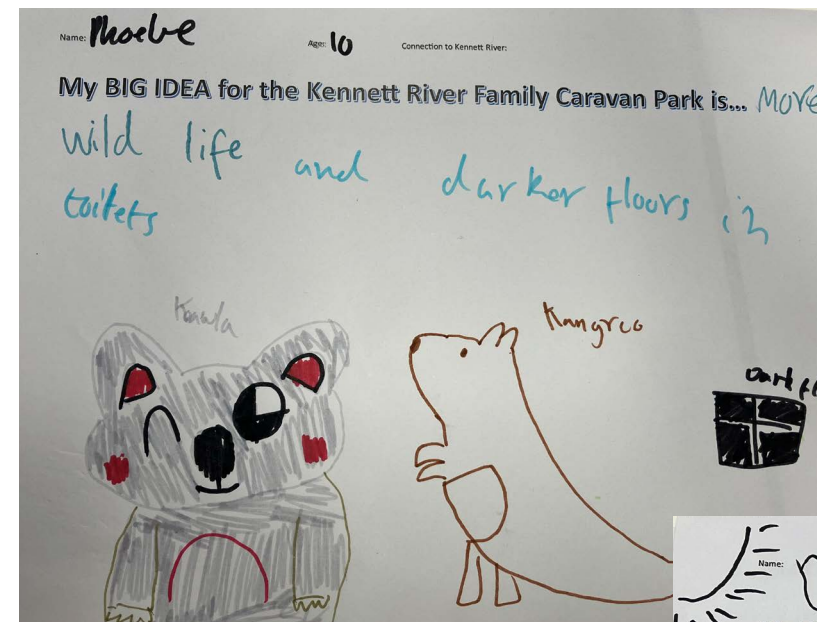
CONCLUSION

Kennett River Family Caravan Park is popular with campers due to its family- friendly atmosphere, natural surroundings, and simplicity.

The community would like to see a focus on natural elements, improved amenities, native vegetation, and maintaining the simplistic layout.

NEXT STEPS

We will be back later in 2024 to present a draft Kennett River Family Caravan Park Masterplan to the community. We look forward to hearing your thoughts as we work towards a final masterplan (10-year vision) for the caravan park.



GET IN TOUCH

If you have further questions about the project, please visit the [Have Your Say](#) webpage.

The project team can be contacted at: haveyoursay@GreatOceanRoadAuthority.vic.gov.au.

