

Media Release



FOR IMMEDIATE RELEASE

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GORCC enters a brave new online world and invites coast users to join the conversation

The Great Ocean Road Coast Committee (GORCC) today made a significant leap forward in improving the way it communicates and engages with the community and stakeholders about the coast, with the unveiling of its new-look website – www.gorcc.com.au – the development of which was funded from the Australian Government's *Caring for our Country* program.

According to Chief Executive Officer David Clarke, the new website provides an interactive and dynamic tool that enables people to learn about GORCC and the work it does to protect and manage the coast along the Great Ocean Road Coast between Torquay and Lorne.

Its content also covers various issues confronting the coast, such as climate change, and the simple things everyone can do to help look after the coastal environment.

"The new website is focused on the inter-related themes of enjoying our coast and looking after our coast, and contains a wealth of information about these and other topics, including who we are, what we do and what's happening in terms of key coastal issues and projects," explained Mr Clarke.

"Our new *Facebook* and *Twitter* pages, which can be easily accessed via a button on the homepage, provide regular real-time updates about what we're up to and allow users to interact directly with us online.

"There are also links to *YouTube* – where we have posted our first video about climate change and the coast – and *FlickrR*, which features some beautiful photos of the coast and our work to protect it.

"In addition, our blog provides a space for generating ongoing commentary and dialogue with users about various aspects of the coast and pertinent issues," he said.

"All this represents a brave new world for GORCC in terms of informing, educating, connecting, interacting and engaging with people in the online environment.

"We are really excited about the new website but also recognise that it will continue to evolve, as will the way we interact with people via social media, in response to users' input.

"For anyone interested in what's happening with the Great Ocean Road coast between Torquay and Lorne, I would encourage them to visit www.gorcc.com.au, have a look around the site to see what's there and join in the ongoing conversation about the coast by accessing the blog or any of our other social media pages," said Mr Clarke.

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Caring for the coast and community

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The new website's development is the first part of the *Helping communities help the coast along the Great Ocean Road* program, which has been developed by GORCC through funding from the Australian Government's *Caring for Our Country*.

The program's primary outcomes include raising awareness of the importance of caring for the coast in the face of population growth, climate change and other threats.

"These issues are directly relevant to the coast along the Great Ocean Road, and our new website is designed to help build awareness, engagement and participation in working together to look after the coast," stated Mr Clarke.

Today's launch also coincided with some minor structural changes to the Torquay and Lorne caravan park websites, which have been separated from the GORCC website and each other. This enables each site to operate completely independently with its own branding and marketing campaign.

"We are looking at further upgrading the two caravan park websites in future to increase their overall marketing potential. In the meantime, both websites now offer a simple and efficient online booking system that enables holidaymakers to easily book their next camping holiday on the coast," Mr Clarke explained.

Potential campers can visit www.torquaycaravanpark.com.au to book in at Torquay Foreshore Caravan Park or www.lornecaravanpark.com.au to book Lorne Foreshore Caravan Park.

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