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**FEDERAL MEMBER FOR**  
**CORANGAMITE**

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**VICTORIA AND PRECINCTS**

## **MEDIA RELEASE**

### **CONSTRUCTION BEGINS ON TWELVE APOSTLES VISITOR** **EXPERIENCE CENTRE**

The new Twelve Apostles Precinct Redevelopment is starting to take shape, with construction on the Visitor Experience Centre now well underway.

The world-class facility is the focus of the Albanese and Allan Labor Government's \$126 million Twelve Apostles Precinct Redevelopment and will be a gateway to Shipwreck Coast, protecting and enhancing the region's iconic landscape and beauty.

Part of the Geelong City Deal, the redevelopment will include a new Visitor Experience Centre, bus parking, car parking for hundreds of cars, landscaping, and new road infrastructure and upgrades.

The centre will feature retail and hospitality spaces, to be decided in consultation with industry, as well as exhibitions, office space and a rooftop lookout with sweeping views of the Shipwreck Coast.

The VEC will also teach visitors about the area's rich history of shipwrecks and maritime impacts, and the geomorphology of this iconic Australian landmark.

Kane Constructions is the head contractor for the redevelopment, which is expected to be completed at the end of 2026.

Building on the Government's partnership with the Eastern Maar Aboriginal Corporation (EMAC), who is the Traditional Owner group for the area, the redevelopment includes a new Welcome Garden which will celebrate the community's cultural and environmental values.

Construction of the Visitor Experience Centre is expected to provide employment for the equivalent of up to 90 full-time positions during the redevelopment, and up to 50 ongoing jobs upon opening.

The redevelopment project also delivers the Private Sector Business Enablement Fund (PSBEF), designed to help fund underlying infrastructure to support private sector investment in the Shipwreck Coast and Great Ocean Road regions.

The redevelopment will make it safer and easier to enjoy the area's stunning natural assets, draw domestic and international visitors, and encourage visitors to stay longer, transforming a day visit into nightly stays in the Great Ocean Road and Shipwreck Coast regions.

The Twelve Apostles Precinct Redevelopment is part of the Geelong City Deal – a partnership between all three levels of government that is revitalising the city and regional economy while encouraging people to spend more time in the region.

For more information on the Geelong City Deal and precinct visit:  
[infrastructure.gov.au/territories-regions-cities/cities](https://infrastructure.gov.au/territories-regions-cities/cities)

**Quotes attributable to Federal Minister for Regional Development and Local Government, Kristy McBain MP:**

“The Twelve Apostles is one of the most visited natural attractions in Australia, welcoming almost two million visitors each year and rising.

“It’s an exciting time for the Shipwreck Coast as we work together with the Victorian Government and local councils to continue making the region an amazing place to live, work and visit.”

**Quote attributable to Victorian Minister for Regional Development Jaclyn Symes:**

“It’s so exciting to see work begin on this transformational project, which will make this internationally loved and iconic Victorian landscape better for the more than two million visitors annually.”

“The ongoing economic benefit to the local communities will also continue to make the Great Ocean Road an incredible place to live, stay and enjoy.”

**Quote attributable to Victorian Minister for Development Victoria and Precincts Harriet Shing:**

“We’re proud to deliver this project, which will provide better facilities and services to accommodate the growing number of visitors to the iconic Twelve Apostles.”

**Quotes attributable to Federal Member for Corangamite, Libby Coker MP:**

“It’s really fantastic to see the Visitor Experience Centre project progressing – because it will be a real game-changer for the Great Ocean Road experience.

“We want visitors to stay longer and explore more of our amazing coastline – to ensure we continue supporting local businesses and growing our economy, which is exactly what this project will support.”

**Quote attributable to Victorian Member for Western Victoria Gayle Tierney**

“It’s fantastic to see construction underway for the new Visitor Experience Centre. This new facility will greatly improve the experience of tourists, while also creating ongoing jobs in the region.”

**Quotes attributable to Corangamite Shire Council CEO, David Rae:**

“This redevelopment is a game-changer for our region, enhancing the visitor experience while preserving the natural beauty of the Twelve Apostles and the Shipwreck Coast.”

"The investment in world-class infrastructure will not only boost tourism but also create local jobs and drive economic growth for our communities."

**Quotes attributable to Kane Constructions Project Director, Sam Birdseye:**

"The new Visitor Experience Centre and supporting infrastructure will be enjoyed by millions of people in the coming years and is such an important piece of Victorian tourism infrastructure. We feel privileged to be involved in this landmark project."

**Quotes attributable to Eastern Maar Aboriginal Corporation CEO Marcus Clarke**

"The commencement of construction marks a major step toward bringing the design to life — one that reflects Kirrae Whurrong Culture and our shared history while harmonising with the natural landscape."

"It's about sharing Land, Sky, and Sea Country stories, giving everyone the opportunity to learn and experience."

**ENDS**

**TUESDAY 25 MARCH 2025**

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