ENGINEERS AUSTRALIA

ENGINEERING HERITAGE AUSTRALIA

CEREMONY REPORT GREAT OCEAN ROAD

Heritage Recognition Ceremony

Memorial Arch at Eastern View, 5 km west of Aireys Inlet, Victoria



30 August 2013

Cover Photograph:

Returned Diggers from the First World War working on the Lorne to Apollo Bay section of the Great Ocean Road with hand tools. Image taken Friday 19 September 1919.

Image: F B Alsop 1982

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1 Introduction:

The ceremony for the marking of the **Great Ocean Road** with an **ENGINEERING HERITAGE NATIONAL MARKER** was conducted at on 13 August 2013 at the Memorial Arch at Eastern View, 5 km west of Aireys Inlet, Victoria on the Great Ocean Road at 2:00 pm.

Attendance: 46

2 Invitations:

There were two forms of invitation:

- 2.1 Written invitation (see Attachment 1) sent by mail to 176 people listed by Engineering Heritage Victoria. This list consisted primarily of local dignitaries, council representatives, politicians, heritage industry figures and other stakeholders.
- 2.2 Email invitations (see copy of flyer at Attachment 2) sent to the following address lists:
 - Engineering Heritage Victoria list (approx 400 on list)
 - Victoria Division Board of Engineering members (approx 40 on list)
 - Geelong Regional Group (number not known say 200)
 - South West Regional Group (number not known say 200)
 - Engineering Heritage Australia Member and Corresponding Members (45 on list)

Hence the total number of invitations issues was about 1061. With at total attendance of 46 at the ceremony the response rate is approximately 4.3%.

3. Distinguished Guests and Apologies:

Listed on the Running Sheet. See Attachment 3.

4 Program & Running Sheet:

The Running Sheet (Attachment 3) shows:

- Those who spoke at the event and timing
- Suggested speech topics for various VIPs.
- Distinguished Guests who were acknowledged
- Apologies received who were acknowledged

The Master of Ceremonies was Mr Mr William Tieppo, Regional Director, Vicroads, South West Regional Office.

5 Speech Notes:

Speech Notes are attached as follows:

- Gary Liddle (Attachment 4)
- William Tieppo (Attachment 5)

6 Media Release:

Engineers Australia prepared a Media Release A copy is at Attachment 6.

7 Media Articles:

7.1 ARTICLE FOR ENGINEERS AUSTRALIA MAGAZINE

Article written by Owen Peake is at Attachment 7.

7.2 ARTICLE FOR EV eNEWSLETTER

Article written by Owen Peake is at Attachment 8.

7.3 ARTICLE FOR ENGINEERING HERITAGE AUSTRALIA NEWSLETTER

Article written by Owen Peake is at Attachment 9.

8 Letters of Thanks:

Letters on EA Victoria Division letterhead were sent out over the Division President's signature. A typical draft letter for the above is at Attachment 10.

9 Costing:

Costs of the project were incurred as per the following tables:

Funding Source	Amount
EHA	\$700
EHV	\$618
Citywide	\$3150
TOTAL	\$4468

Item No.	Description	Funding Source	Amount
1	Interpretation Panel Manufacture – Glassmetal Industries	Citywide	\$1500 ■
2	Graphic Design of Interpretation Panel - Richard Venus	EHA Budget (through National Office)	\$400
4	Manufacture of Mounting Frame for Interpretation Panel - Glassmetal Industries	Citywide	\$1000 •
5	Car travel costs to Owen Peake for 2 trips Melbourne to Eastern view and return.	EHV Budget	\$414
7	Printing of 4 copies of nomination for handout to VIP's.	EHV Budget	\$100
8	Hire of PA system	EHV Budget	\$104
10	Provision of afternoon	Citywide	\$250 ■
11	Installation of Interpretation Panel Mounting Frame	Citywide	\$400 ■
12	Provision of 300mm diameter EHA marker	EHA Budget (through National Office)	\$300 •
		TOTAL	\$4468

■ Estimated amount

10 Allocation of Tasks:

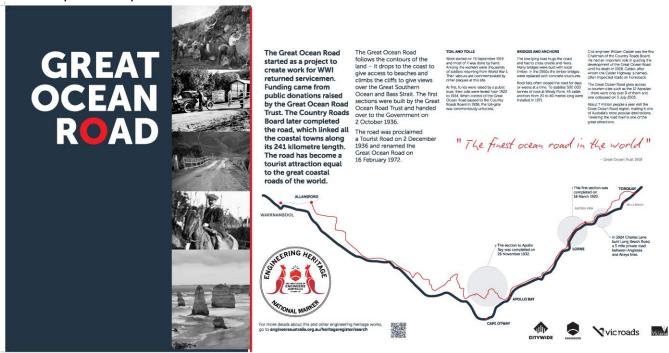
A schedule showing the Allocation of Tasks between the various stakeholders was used. This document ensured that all details of organisation were attended to and served as a check list in the run-up to the event.

The tasks of planning of the ceremony were primarily shared between Jessica Bradley in the Victoria Division EA office and Owen Peake, EHV volunteer.

11 Interpretation Panel:

The interpretation panel has been erected on a steel support frame at the edge of the walkway between the car park and the Memorial Arch at Eastern View. The panel is 1200 mm wide and 600 mm high and produced by silk screen method in vitreous enamel on a steel substrate. The Engineering Heritage National Marker is mounted on the cross bar below the interpretation panel. This marker is the standard 300 mm diameter vitreous enamel on steel marker used by EHA.

The interpretation panel:



In this case the final artwork was produced in-house in Vicroads based on the text, images and map produced by Richard Venus for EHV. Only some aspects of the overall layout were changed from the original Richard Venus design.

This interpretation panel mounting frame contains a recent innovation. One of the vulnerabilities of this design has been that the nuts on the back of the marker are able to be undone by vandals.

In this case a sheet metal box has been pop riveted over the back of the marker to hide and protect the nuts. The 8 pop rivets are so located that they are within the rear space of the marker and hence not visible from the front.

12 Photographs:



Completed interpretation panel and marker. Image: Owen Peake



Part of the crowd at the ceremony. Image: Owen Peake



Marlene Kanga, Engineers Australia National President addressing the ceremony. *Image: Owen Peake*



MC William Tieppo Regional Director, VicRroads, South West Region Office addressing the ceremony. *Image: Vicroads*



Savaas Aidonopoulous, Group Marketing & Communications Manager, Citywide, addressing the ceremony. *Image: Owen Peake*



VIP's after unveiling of the interpretation panel. Left to right: Savaas Aidonopoulous; William Tieppo; Marlene Kanga and Gary Liddle, CEO, Vicroads

Attachment 1 - Invitation Letter



Thursday 1st August 2013

Dear

Engineers Australia Victoria Division, in conjunction with VicRoads, Victorian State Government and Citywide, cordially invites you to attend:

Great Ocean Road Engineering Heritage National Marker Recognition Ceremony

Friday 30th August 2013, 1:45pm for 2:00pm SHARP – 3:00pm Great Ocean Road Arch, Eastern View, Great Ocean Road (5kms from Aireys Inlet)

The National Heritage Recognition Program conducted by Engineers Australia through Engineering Heritage Victoria will unveil an interpretation panel and Engineering Heritage National Marker for the Great Ocean Road. Speakers at the ceremony will outline the significance of the Great Ocean Road. These speakers will include Dr Marlene Kanga FIEAust CPEng FIPENZ FAICD, National President, Engineers Australia and Mr William Tieppo, VicRoads Regional Director, South West Region. The Great Ocean Road is an outstanding example of significant engineering and human endeavour. Initial construction work was carried out in the 1920s. The Great Ocean Road is now the third largest tourist attraction in Australia because of its magnificent scenic coastal views.

Please find attached a flyer explaining the significance of the Great Ocean Road and directions on how to get to the ceremony.

To register your attendance, please visit: www.engineersaustralia.org.au/ehv-vip-Aug30

Contact

Jessica Bradley Engineers Australia Victoria Division (03) 9321 1722

I hope you can join us to celebrate this momentous occasion.

Yours sincerely,

Glenda Graham General Manager

Engineers Australia, Victoria Division







Attachment 2 - Advertising Flyer

Great Ocean Road Engineering Heritage Recognition Ceremony



Engineering Heritage Victoria





Friday 30 August 2013 1:45pm for 2pm sharp start – 3: 00pm

Great Ocean Road Arch, Eastern View Great Ocean Road (5kms west of Aireys Inlet)

The Great Ocean Road is an outstanding example of significant engineering and human endeavour. Initial construction work was carried out in the 1920s. The Great Ocean Road is now the third largest tourist attraction in Australia because of its magnificent scenic coastal views.

The road was partly built by returned servicemen as a memorial to their comrades who were killed in the First World War.

The diverse landscapes and stunning views along the coastline have made the Great Ocean Road an important economic artery and tourist destination, as well as reminding travellers of the participation of First World War returned servicemen in its construction.

The Great Ocean Road is 241 kilometres long between the Victorian towns of Torquay and Allansford, 20km east of Warrnambool.

A ceremony will take place at the Arch site, including speeches from prominent individuals with a connection the event or site. More information to be provided on

www.enqineersaustralia.orq.au/victoriadivision/events

Please note: This is an OUTDOOR ceremony, so please dress accordingly.

Directions to Ceremony

From Melbourne proceed to Geelong on the A1 (Princes Hwy) then on the B100 (Surfcoast Hwy) to Torquay then onto the Great Ocean Road B100 to Aireys Inlet (about 25kms)

From Aireys Inlet continue on the Great Ocean Road to Eastern View (about 5kms), park in the parking area on the seaward side of the road just before the arch over the road. The ceremony will be held in the public area between the car park and the arch.

Map Reference:

VicRoads Country Street Directory Map 93, Reference B9

Register

http://www.engineersaustralia.org.au/victoriadivision/events

or click here

This event is FREE to attend.

Contact:
Jessica Bradley
Membership Coordinator
Engineers Australia, Victoria Division
03 9329 8188
ibradley@engineersaustralia.org.au









Attachment 3 - Running Sheet

ENGINEERS AUSTRALIA VICTORIA DIVISION ENGINEERING HERITAGE VICTORIA

ENGINEERING HERITAGE RECOGNITION PROGRAM

GREAT OCEAN ROAD

At the Great Ocean Road Arch, Eastern View, 5 km west of Aireys Inlet, 30 August 2013

RUNNING SHEET

Ceremony to be held in the public viewing area at the western end of the Arch car park on the seaward side of the Great Ocean Road adjacent to the interpretation panel which will be erected on the morning of the ceremony.

Unveiling of Engineering Heritage National Marker and Interpretation Panel

PROGRAM

1:00pm-1:45pm Site Setup (Jessica/Owen)

1:45pm Bus leaves Fairhaven Car Park for Ceremony Site

2:00pm-2:30pm Ceremony

- Welcome by Master of Ceremonies (MC), Mr William Tieppo, Regional Director, VicRoads, South Western Region Office.
 - 'Acknowledgment of Country' as follows: I would like to acknowledge the traditional custodians of the land on which we are meeting as being part of the Kulin Nation.
 - Acknowledgment of Distinguished Guests & Apologies
 - Invite everyone to read the handout brochure to understand more about the history of Great Ocean Road.

5 minutes

• Dr. Marlene Kanga, National President of Engineers Australia

5 minutes

• Mr Gary Liddle, Chief Executive, VicRoads

5 minutes

• Mr Kerry Osborne, Managing Director, Citywide

5 minutes

 MC invites Dr Marlene Kanga, Mr Gary Liddle and Mr Kerry Osborne to unveil the marker and interpretation panel

5 minutes

- Closing Remarks (MC) to include thanks to the following:
 - VicRoads
 - Citywide
 - The staff of Engineers Australia, Victoria Division
 - All of the speakers at this ceremony.

5 minutes

- 2:30pm-2:50pm Guests have coffee & biscuits from coffee van
- 2:45pm Bus leaves for Fairhaven Car Park
- 2:40pm-3:0pm Clean up (Jessica/Owen)

LIST OF DISTINGUISHED GUESTS PRESENT

- Mr Gary Liddle, Chief Executive, VicRoads
- Ms Marlene Kanga, National Deputy President, Engineers Australia
- Mr Kerry Osborne, Managing Director, Citywide
- Mr John McIntosh, President, Victoria Division, Engineers Australia.
- Ms Glenda Graham, General Manager, Victoria Division, Engineers Australia.
- Councilors representing the Councils in the region of the Great Ocean Road

LIST OF APOLOGIES RECEIVED

• Hon Terry Mulder MP Minister for Roads, Member for Polwarth

Attachment 4 - Speech Notes - Gary Liddle

Great Ocean Road Engineering Heritage National Marker Ceremony

Speaking notes for Gary Liddle

Good afternoon distinguished guests, ladies and gentleman. My name is Gary Liddle and I am VicRoads Chief Executive.

I would like to take this opportunity to share some of the Great Ocean Road history with you today.

The need for a road around the south western coastline of Victoria was investigated as early as 1864 – but it was not until World War 1 that serious planning began for what is now known as the Great Ocean Road.

In late 1916, the Chairman of the State War Council D. MacKinnon pressed William Calder, Chairman of the Country Roads Board (CRB) to use the project to employ repatriated soldiers when the war was over.

Over 500 people attended the inaugural meeting of the Great Ocean Road Trust held in Colac, and a total sum of 7,000 pounds was donated.

At its first meeting in July 1918, the trust decided that the first section to be built would be between Lorne and Cape Patton (between Wye River and Apollo Bay) – a distance of 28 kilometres.

On 5 August 1918, the government approved CRB doing work on behalf of the trust with survey work to start as soon as possible. A surveyor was needed as well as three chainmen and a cook.

The party was to travel to Apollo Bay by boat but this was changed at last minute to a journey by train and coach.

To fast forward the first length between Lorne and Eastern View (where we are today) was opened in 1922.

During the period of its construction up until 1932, it has been estimated that more than 2,300 former soldiers worked on the road.

It should be noted, however that the road that was built in the early days, bears little resemblance to the road we see today.

Since the opening of the road, tens of thousands of Australian citizens have been involved in the design, construction and maintenance either as employees or contractors of the Country Roads Board, the Road Constructions Authority and VicRoads.

It is fantastic that Great Ocean Road is being formally recognised today through the National Heritage Recognition Program.

Thank you everyone for attending the ceremony today.

Attachment 5 - Speech Notes - William Tieppo

Great Ocean Road Engineering Heritage National Marker Ceremony

MC Speaking notes for William Tieppo

Good afternoon and welcome everyone. I am William Tieppo VicRoads Regional Director for South Western Victoria.

Firstly I would like to acknowledge the traditional custodians of the land on which we are meeting today as being part of the Kulin Nation.

I would like to formally welcome distinguished guests:

- o Dr Marlene Kanga National President, Engineers Australia
- o Mr Gary Liddle Chief Executive, VicRoads
- Ms Kelly Osborne Managing Director, Citywide
- o Mr John McIntosh President Victorian Division, Engineers Australia
- o Ms Glenda Graham, General Manager Victoria Division, Engineers Australia

I would like to acknowledge those who are an apology for today's ceremony:

- o Hon Terry Mulder MP Minister for Public Transport and Roads
- o Mr Stephen Durkin, Chief Executive, Engineers Australia
- o Mr John Heathers, Chair National Board, Engineering Heritage Australia

The Great Ocean Road is one of Victoria's principal tourist routes, extending from Torquay in the Surf Coast Shire to Allansford in the Moyne Shire, with a number of key towns and coastal villages along its 241 kilometre length.

More than 3000 ex-servicemen constructed the Great Ocean Road as a memorial to those who lost their lives in World War 1 and this year marks the 80th anniversary of its completion, so it is timely that it is being recognised today as part of the National

Heritage Recognition Program by Engineers Australia and Engineering Heritage Victoria.

It is also timely as VicRoads is celebrating its milestone 100th birthday this year. The Country Roads Board, or CRB as it was known, was established in 1913, so this year we are taking the opportunity of honouring our past and looking to our future.

Civil engineer William Calder was the first Chairman of the Country Roads Board. He was prominent in lobbying for the construction of the Great Ocean Road and guiding its development until his death in 1928.

Please refer to the handout booklet to understand more about the history of the Great Ocean Road.

I would now like to invite Dr Marlene Kanga, National President, Engineers Australia to speak.

I would now like to invite Mr Gary Liddle, Chief Executive, VicRoads to speak.

I would now like to invite Ms Kelly Osborne, Managing Director, Citywide to speak.

I would now like to invite Dr Marlene Kanga, Mr Gary Liddle and Ms Kelly Osborne to unveil the marker and interpretation panel.

Finally I would like to officially thank the following:

- o The staff of Engineers Australia Victoria Division
- Citywide
- VicRoads
- o Dr Marlene Kanga, Mr Gary Liddle and Ms Kelly Osborne

Thank you everyone for attending the ceremony today.

Attachment 6 - Media Release

World's largest war memorial Great Ocean Road awarded engineering heritage marker

Engineers Australia's National President, Dr Marlene Kanga, VicRoads Chief Executive Gary Liddle and Citywide Executive Group Manager Strategy & Marketing, Mr Paul Gilmore will recognise the world's largest war memorial – the Great Ocean Road – for its engineering heritage significance at a ceremony, held tomorrow Friday 30 August.

"This 421km stretch of road began construction during the 1920's, built as a war memorial to honour those Australian servicemen who died during the First World War," said Owen Peake, Chair of Engineering Heritage Victoria.

"The two-lane snaking road traverses Victoria's southern coastline, beginning at Torquay and ending near Warrnambool. The road took thirteen years to construct across challenging coastal terrain. The road was engineered to follow the line of the ocean and weave through national parks, allowing commuters to witness the rugged brilliance of Victoria's scenic coastline and native bushland.

"The Great Ocean Road has retained much of its structural integrity demonstrating excellence in engineering; this is especially notable given most of its construction was conducted by manual labour without the assistance of modern machinery.

"This famous coastal road is not only a significant engineering structure, but an Australian icon which commemorates the labour of more than 3000 returned WWI servicemen.

"Today, the Great Ocean Road continues to act as a major draw-card for national and international tourists; having positive effects on the local Victorian economy," said Mr Peake.

Event: Great Ocean Road Engineering Heritage Recognition Ceremony

Date: Friday 30 August 2013

Time: 2.00pm

Venue: Great Ocean Road Arch at Eastern View, (5 km west of Aireys Inlet).

Directions: From Aireys Inlet continue on Great Ocean Road about 5 km to Eastern View. The ceremony will take place in the public area between the car park and the arch.

For more information please visit: http://www.engineersaustralia.org.au/victoria-division/events

-ENDS-

Media Contact:

Sara Ross - National Media Manager Engineers Australia

Phone: (02) 6270 6565 | mobile: 0402 419 962 | sross@engineersaustralia.org.au

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Attachment 7 - EA Magazine Article

"The finest ocean road in the world" 1

The Great Ocean Road started as a project to create work for WWI returned servicemen. Funding came from public donations raised by the Great Ocean Road Trust. The Country Roads Board later completed the road, which linked all the coastal towns along its 241 kilometre length. The road traverses the rugged south coast of Victoria from Torquay in the east to near Warrnambool in the west. The road became a tourist attraction equal to the other great coastal roads of the world.

On Friday 30 August nearly 50 people gathered at the memorial arch across the road at Eastern View (4 kilometres west of the holiday town of Aireys Inlet) to celebrate the unveiling of an Engineering Heritage National Marker and interpretation panel by Dr Marlene Kanga, National President of Engineers Australia, Mr Gary Liddle, Chief Executive of VicRoads and Mr Savaas Aidonopoulos, Group Marketing Communications Manager, Citywide.

Work started on 19 September 1919 and most of the work was done by hand. Initial work concentrated on the section between Aireys Inlet and Lorne, a distance of 28 kilometres. The road was extended in stages and is constantly being upgraded to cope with the large numbers of visitors who come to this beautiful stretch of coastline.

During the 1950s the earlier timber bridges where the road crosses the many creeks which cross its path were replaced by concrete structures. Instability of the steep batters above the road had always been a problem but in the 1970s cable anchors were introduced to stabilise large masses of rock which threatened to slip down onto the road. The difficult terrain has been an ongoing challenge for road engineers throughout the life of the road.

The Great Ocean Road follows the contours of the land - it drops to the coast to give access to the beaches and climbs to the cliffs to give views over the Great Southern Ocean and Bass Strait. The first sections were built by the Great Ocean Road Trust and operated as a toll road. It was handed over to the government on 2 October 1936 at which time the toll was removed.

Civil engineer William Calder was the first Chairman of the Country Roads Board which was formed in 1913. He took an important role in guiding the development of the Great Ocean Road until his death in 1928. Calder, after whom the Calder Highway is named, often inspected roads on horseback.

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¹ Great Ocean Road Trust 1918.

This year VicRoads marks its centenary and Chief Executive Gary Liddle pointed out the added significance of recognising the Great Ocean Road during the centenary and celebrating 100 years of construction and management of the main roads of Victoria.

Owen Peake Engineering Heritage Victoria

PHOTOGRAPH CAPTIONS:

1) Marlene Kanga speaking at the Great Ocean Road Ceremony

IMAGE ID: GOR CEREMONY.004.low res

2) Marlene Kanga, Gary Liddle and Savaas Aidonopoulos after unveiling the interpretation panel

IMAGE ID: GOR CEREMONY.020.low res

Attachment 8 - EV Magazine Article

"The finest ocean road in the world" 2

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During the 1950s the earlier timber bridges where the road crosses the many creeks which cross its path were replaced by concrete structures. Instability of the steep batters above the road had always been a problem but cable anchors have been used in recent decades to address this problem. The difficult terrain has been an ongoing challenge for road engineers throughout the life of the road.

The Great Ocean Road follows the contours of the land - it drops to the coast to give access to the beaches and climbs to the cliffs to give views over the Great Southern Ocean and Bass Strait.

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² Great Ocean Road Trust 1918.

Owen Peake Engineering Heritage Victoria

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IMAGE ID: GOR CEREMONY.004.low res

2) Marlene Kanga, Gary Liddle and Savaas Aidonopoulos after unveiling the interpretation panel

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Attachment 9 - EHA Newsletter Article

"The finest ocean road in the world" 3

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The Great Ocean Road follows the contours of the land - it drops to the coast to give access to the beaches and climbs to the cliffs to give views over the Great Southern Ocean and Bass Strait. The first sections were built by the Great Ocean Road Trust and operated as a toll road. It was handed over to the government on 2 October 1936 at which time the toll was removed.

The Great Ocean Road gives access to tourist attractions such as the Twelve Apostles - there were only ever 9 of them and one collapsed on 3 July 2005.

About 7 million people a year visit the Great Ocean Road region, making it one of Australia's most popular destinations. Travelling the road itself is one of the great attractions.

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³ Great Ocean Road Trust 1918.

Civil engineer William Calder was the first Chairman of the Country Roads Board which was formed in 1913. He took an important role in guiding the development of the Great Ocean Road until his death in 1928. Calder, after whom the Calder Highway is named, often inspected roads on horseback.

This year VicRoads marks its centenary and Chief Executive Gary Liddle pointed out the added significance of recognising the Great Ocean Road during the centenary and celebrating 100 years of construction and management of the main roads of Victoria.

The nomination for this site, under the national Heritage Recognition Program, was written initially by Carlos Negron, an engineering student at Victoria University. This work was done under the Engineers Australia/Engineering Heritage Victoria/Victoria University project to provide the mandatory long vacation employment experience for engineering students. Under this project the students write the nomination under the watchful eyes of an Engineering Heritage Victoria mentor. Two nominations were completed in the 2012/13 vacation and we are aiming for five this coming long vacation.

After Carlos had completed his work on the nomination David Beauchamp carried out further research work on the history of the Great Ocean Road to reinforce the nomination and we added the mandatory Interpretation Plan as we negotiated arrangements with our partners VicRoads and Citywide. The bulk of the design of the interpretation panel was carried out by Richard Venus although final graphics were designed by VicRoads.

Owen Peake Chair Engineering Heritage Victoria

PHOTOGRAPH CAPTIONS:

1) Marlene Kanga speaking at the Great Ocean Road Ceremony IMAGE ID: GOR CEREMONY.004.low res

2) Marlene Kanga, Gary Liddle and Savaas Aidonopoulos after unveiling the interpretation panel

IMAGE ID: GOR CEREMONY.020.low res

3) Hand construction on the Great Ocean Road IMAGE ID: Great Ocean Road.Work in Progress

4) A typical stretch of the Great Ocean Road\
IMAGE ID: 015.Great Ocean Road.Low Res

Attachment 10 - Body of typical thank you letter

See separate Excel Spreadsheet for Mail Merge Addresses

DRAFT 1 (to go on Division President's Letterhead)

Dear

On behalf of Engineers Australia, Victoria Division and Engineering Heritage Victoria, I would like to thank you for your support of and contribution to the Great Ocean Road Heritage Recognition Ceremony on 30 August 2013.

The event was very successful and the marking of the site is an important step to inform present and future generations of Australians of the significant heritage values of Victorian engineering.

Events of this nature are valuable to Engineers Australia to inform and inspire the engineering profession about the importance of the heritage of engineering and are equally important to the local communities in which significant engineering heritage sites are located to inform the public and instil a sense of civic and community pride in the achievements of the community.

Yours sincerely

John McIntosh
B.E (Hons), B.Bus., FIEAust, CPEng, EngExec, NPER, MAICD
Division President
Engineers Australia
Victoria Division

3 September 2013

Report prepared by:

OWEN PEAKE

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30 January 2015

CHANGE CONTROL

VERSION 1 30 Jan 2015 Based on Shell Document. Initial drafting.