

A history of the
Great Ocean Road
in pictures

Road Works

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THE GREAT OCEAN ROAD
TRUST.

BARWON HEADS TO WARRNAMBOOL.
DONATIONS SOLICITED.

*HOWARD HITCHCOCK, PRESIDENT.
E.E. HENDY, ORGANISING SECRETARY.*







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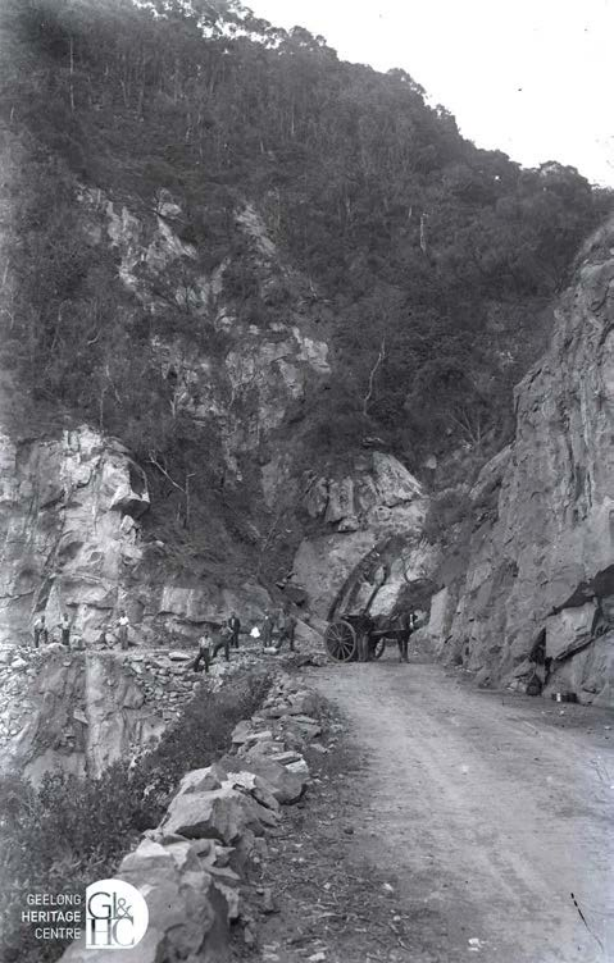


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Motorists and Tourists



WHO ASSIST TO BUILD

The Great Ocean Road

(Barwon Heads to Warrnambool)

will have helped to found a worthy Memorial
to all Victorian Soldiers,
and a National Asset for Victoria.



The Great Ocean Road Trust.

Formed at Colac, 22nd March, 1918.

The Members of the Trust

ARE —

President

Cr. HOWARD HITCHCOCK, J.P., Mayor of Geelong.

Vice-Presidents

Cr. W. SWINTON, J.P., Mayor of Warrnambool.

The Hon. A. BELL, M.L.C., Mayor of Ballarat.

ROBERT PURNELL, Esq., M.L.A. for Geelong.

J. D. DEANY, Esq., M.L.A. for Warrnambool.

JAS. McDONALD, Esq., M.L.A. for Polwarth.

D. McLENNAN, Esq., M.L.A. for Barwon.

Members

Cr. J. HANCOCK, J.P., President Shire of Colac

P. H. LOCK, Esq., Warrnambool.

The Hon. W. H. EDGAR, M.L.C., Melbourne.

The Hon. THOS. LIVINGSTON, M.L.A., Melbourne.

GEO. BROADBENT, Esq., representing the Royal Automobile Club of Vic.

Cr. W. FLETCHER, Esq., Shire of Colac.

Cr. W. F. VOLUM, J.P., President of the Shire of Barrabool.

Cr. JOHN PETTITT, J.P., Geelong, representing the Timber Industry.

J. H. McPHILLIMY, Esq., Geelong.

J. T. ANDERSON, Esq., J.P., President Lorne Progress Association.

G. F. SYDENHAM, Esq., Colac.

G. S. MACKAY, Esq., Solicitor, Warrnambool.

A. E. STANFORD, Esq., Apollo Bay.

Cr. W. HOPKINS, Winchelsea Shire Council.

FRANK ARMYTAGE, Esq., "Soho," Drysdale.

JOSEPH WOOLF, Esq., Solicitor, Melbourne.

Cr. H. H. SMITH, Melbourne City Council.

Alderman A. J. HOLDEN, Geelong City Council.

L. MARTIN, Esq., J.P., Apollo Bay.

C. R. TULLOH, Esq., Colac.

ALEX. MAIR, Esq., Carriage and Motor Trades, Melbourne.

J. S. B. ORR, Esq. (Messrs. Dennys, Lascelles, Ltd., Geelong).

Hon. Treasurer

THE UNION TRUSTEE CO. OF AUSTRALIA, LTD.

Bankers

THE UNION BANK OF AUSTRALIA, LTD.

E. E. HENDY, Organising Secretary,

Box 106, GEELONG.

Work for Returned Soldiers.

The Whole of the Work is to be offered to the **physically fit Returned Soldiers suitable for that class of work.**

The Country Roads Board of Victoria have kindly agreed to supervise the whole of the work without any remuneration, and the specifications for the road will be up to the usual standard of the C.R.B., and they will engage the Returned Soldiers through the Repatriation Board.

This meets with the hearty approval of:—

SENATOR MILLEN, *Minister for Repatriation.*

SENATOR LIEUT.-COL. BOLTON, *President of the Returned Sailors' & Soldiers' Imperial League of Australia.*

MAJOR CUNNINGHAM, *Acting Deputy Comptroller of Repatriation for Victoria*

CR. FRANK STAPLEY, *Lord Mayor of Melbourne.*

AND MANY OTHER LEADING PUBLIC MEN.

The congenial surroundings, such as sea bathing, fishing and shooting, should be very acceptable to the physically fit and suitable Returned Soldiers.

As a Memorial.

What finer Memorial could we build to commemorate the magnificent bravery of our Victorian soldiers in the Great War!

A Memorial which would benefit thousands of settlers, give great pleasure to tens of thousands of tourists and motorists, and be the means of large sums of money being circulated in Victoria, which otherwise might be spent in other States

Would it not be a better proposition than for each District erecting a Memorial of its own, in the form of a building or statue, or something similar?

Here would be "A thing of beauty and a joy for ever," which Victoria, and Australia also, would be proud of, and be the means of showing the World this magnificent art of wonderful ocean scenery, which in the near future will play such an important part of Picturesque Victoria.

Bridges or sections of the Road could be set aside for District, or individual soldiers, and suitably inscribed, would be a special feature.

Outline of Road.

About 100 miles of road still have to be constructed on the proposed route, and the approximate cost is about £150,000, *i.e.* £1 per yard, so that a donation of £100 makes 100 yds of road, and carries with it a handsome certificate to that effect issued by the Trust

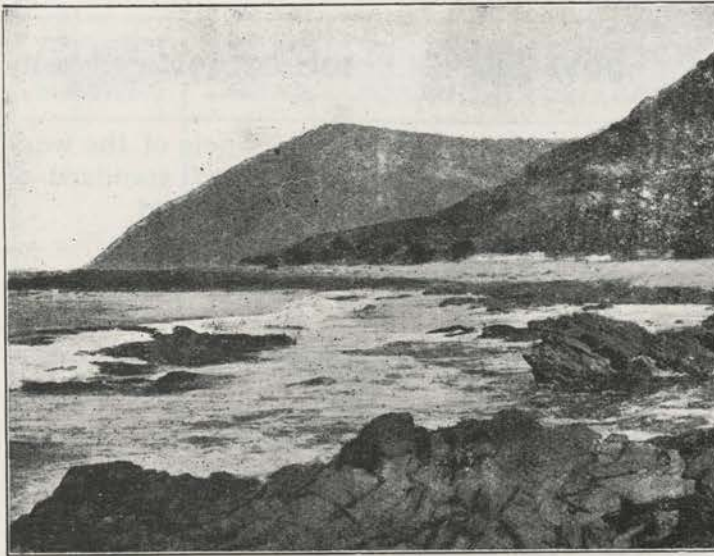
The low cost is due to the fact that in many sections the necessary stone and material is on the route

It will take at least three or four years to complete



CAPE PATTEN, SHOWING SECTION OF PRESENT ROAD.

First Section of Road.



MT. ST. GEORGE AND TEDDY'S LOOKOUT, LORNE.

All motorists who have been to Lorne with their cars will know that they can get no further, but the Trust have definitely decided that the first Section to be constructed will be from Cape Patten to Lorne (18 miles), and instructions have been given for the survey to be made. The Country Roads Board are now constructing a "Main Road" from Apollo Bay to Skene's Creek (4 miles), and will make a "Developmental Road" from Skene's Creek to Cape Patten (6 miles). Therefore Apollo Bay and Lorne will be linked up by an Ocean Road.

The sooner the necessary donations are forthcoming the sooner other sections of the road will follow.

Benefits to be derived by Settlers and Property Owners.

All land on the route, and several miles back, would be improved in value. Land would be worth double what it is now.

At intervals there is good rich land, notably at Apollo Bay, Hordern Vale, Johanna River, etc.

Many New Dairy Farms, capable of carrying 300 to 400 cows, would be opened up.

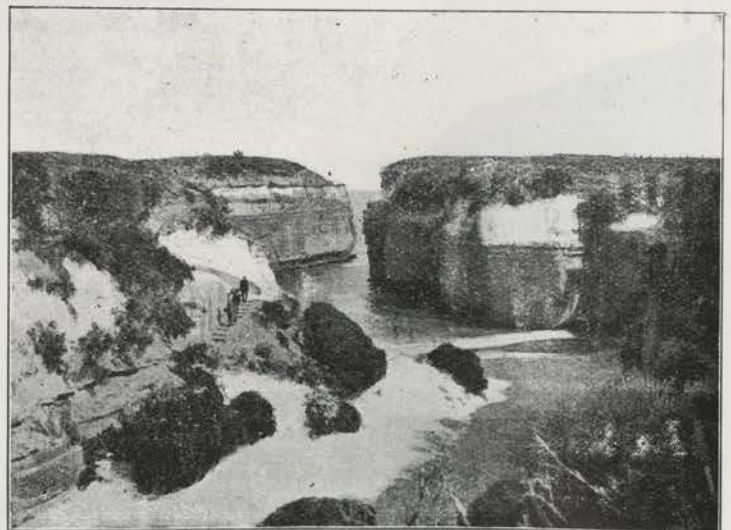
Large number of Dairy Farms within a few miles of the Ocean Road would mean more Butter Factories. There is already one at Apollo Bay, and a Cheese Factory at Lower Gellibrand.

Even those lands which are now practically worthless, would be worth a few pounds per acre; and there is the possibility that scientific research will discover some method, or way of treating them, making dry and hungry land capable of producing good crops.

Seaside Resorts.

Already we have a fair number of good Seaside Resorts, such as Barwon Heads, Torquay, Anglesea, Airey's Inlet, Lorne, Apollo Bay, Princetown, Port Campbell, Peterborough. The Ocean Road would link up these.

This Road, with all its attractions, would keep thousands of pounds in Victoria, instead of being spent in New South Wales, Tasmania, and New Zealand. (New Zealand reckons that Tourists from Australia alone, spend a million pounds Annually).



LOCH ARD GORGE.

Financial Appeal.



Undoubtedly the Great Ocean Road Scheme is a magnificent one. Some details mentioned may not be acceptable to all, but as a whole it offers such a galaxy of good sound propositions that makes it an ideal one for "Our Boys" Memorial.

Therefore no hesitation exists on our part in asking you to contribute to what we consider is the Finest Financial Appeal ever made.

It is patriotic from beginning to end, and has numerous side issues that will, we feel sure, appeal to your sound judgment.

It is for the good of our Country, and in contributing, you give to a scheme which will be of great advantage to the giver.

The scheme is yours. £150,000 is a large sum to raise, but we believe it can be done if you help.

For the Great Ocean Road Trust.

Howard Mitchell

(Mayor of Geelong)
PRESIDENT.

E. E. Hendy

ORGANISING SECRETARY,
Moorabool St., Geelong.



BEACH CLIFFS, FROM SPLIT POINT (AIREY'S INLET) TO TORQUAY.

Assistance to Government Departments.

- (1) Road for Military purposes.
- (2) Quick delivery of mails to sea-side towns and those a few miles inland.
- (3) Would provide easy Telephone communication. Damage to wires quickly repaired.
- (4) Invaluable in case of shipwrecks.
- (5) Easy way of taking supplies to Cape Otway Lighthouse. Slow and tedious at present in bullock waggon.

MOTORISTS AND TOURISTS.

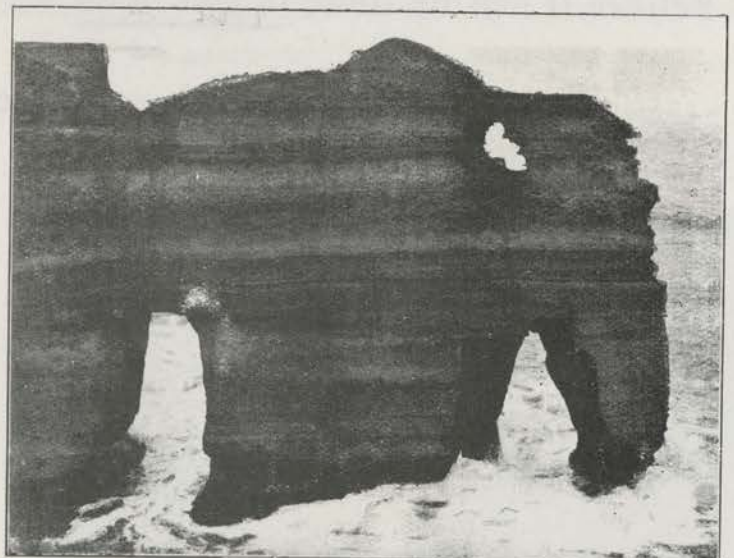
The carrying out of this Scheme would provide the **finest Ocean Road in the world**. Travellers throughout the world know of nothing which would compare with it. Mention might be made of ocean roads such as "The Riviera" (south of France); road from Ilfracombe (north coast of Devonshire); coast of Tasmania; San Francisco Road (going both north and south; Cape Town to Suburbs; Bulli Pass (New South Wales), but none of these equal the Great Ocean Road for beautiful Ocean, Mountain, River, or Fern Gully scenery. From this standpoint alone it should be carried out, but when the other advantages are considered, it makes a marvellous combination of the beautiful and the utilitarian. Tourists from "up north" will appreciate this cool proposition, within a few hours run of their homes in the hot districts.

Visitors could spend some weeks moving from one seaside town to another along the Ocean Road.

TIMBER.

Apart from other forests, valuable belts of timber exist at the Wye and Kenneth River Districts. Blue and other gums, worth anything from a quarter to half a million pounds.

The Ocean Road runs near these, and would be the means of **giving access** to the Timber country, which could then be opened up by tram lines. **Legislation would be made to prevent the Ocean Road being cut up with heavy loads of timber.**



ELEPHANT ROCK, NEAR LOCH ARD GORGE.



THE OCEAN BEACH, BARWON HEADS.

QUESTION

How is the £150,000 to be raised?

By Contributions from the following :—

- (1) Those who think it a fitting Memorial to "Our Boys" from the Front.
- (2) Those who realise that the bulk of the £150,000 will be used for wages to the returned soldiers.
- (3) Those who are far-seeing enough to recognise its importance to Victoria and Victorians.
- (4) Settlers and land owners who will benefit.
- (5) Business and Commercial Firms.
- (6) Motorists, Tourists and others.

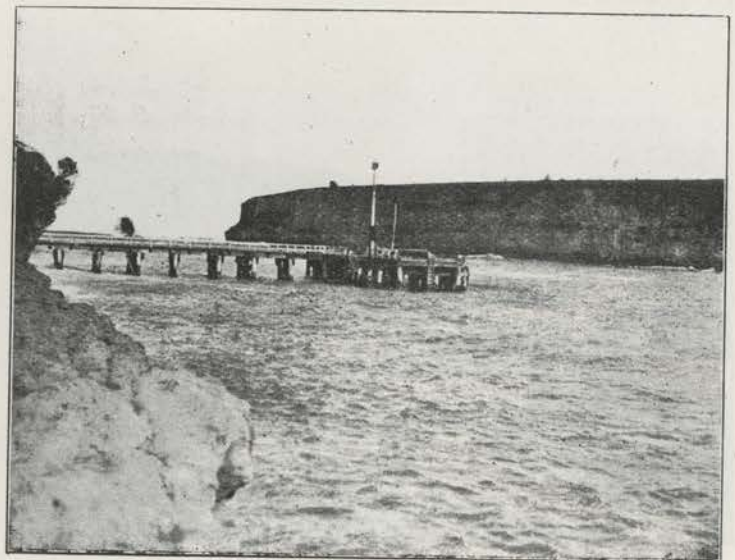
NOTICE.

THE Inaugural Meeting of the Great Ocean Road Trust was held at Colac on Friday, March 22nd, 1918, and was attended by over 500 persons. The Meeting was most enthusiastic, and all the proposals were agreed to. The sum of £7000 was donated at the Meeting in sums varying from £1000 to £5.

HOWARD HITCHCOCK,
President.

Your next Holiday.

Spend your next Holiday at the Seaside on the route of the Great Ocean Road. Get interested in this great proposition. Try to realise what the settlers have to contend against in the Winter when their only road over the Ranges is under snow and with fallen trees across the track. Think and write your cheque for the Ocean Road.



PIER AND HEADS, PORT CAMPBELL.



CASTLE ROCK, NEAR LOCH ARD GORGE.

Cinematograph Picture.

If you spend Xmas or New Year Week on the route of the Great Ocean Road, you may be "snapped" in the Great Cinema Picture (2000 feet) which will be taken. It is hoped to include every seaside resort on the route, also beauty spots, Waterfalls, and arrival of Coaches, Surf Bathing, etc etc. This Picture will afterwards be shown all over Victoria, and probably in the other States also.

Photographic Competition.

During the Summer of 1918-19 this Trust will give prizes for the best Photos taken on the route of the Great Ocean Road. If you are a photographer you must be in this. All photos handed in for competition will become the property of the Trust.



"A SOUTH WESTERLY." WARRNAMBOOL COAST.



"THE COMING STORM" CATTS' BAY.

Meetings of the Trust.

The last meeting of the Trust was held in the Council Chamber of the Melbourne Town Hall (kindly lent by the Lord Mayor of Melbourne, Cr. Frank Stapley).

The next meeting will be held in Colac. By reference to the names & addresses of the Members of the Trust on page 1 it will be seen that they have long distances to travel, but they pay their own expenses and give their time gratuitously.

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Stay tuned for Part Two: Torquay to Big Hill

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