

Victorian 4WD Strategy

2017 - 2021



Environment,
Land, Water
and Planning

Victoria has 8.4 million hectares of public land, managed predominantly by Parks Victoria (4.1 million hectares) and Forest Fire Management Victoria (3.1 million hectares).

Victoria is the number one State for four wheel driving in terms of the extent of free, open and available four wheel drive tracks, with a track network across State forests and parks in excess of 45,000km. However more needs to be done when it comes to managing, promoting and marketing these opportunities for their recreational and regional economic benefit.



This strategy outlines Victoria's vision for four wheel driving on public land. It will guide the work of Victoria's ministerially appointed Four Wheel Drive Advisory Committee and all the partner organisations over the next five years in delivering on our strategic vision for four wheel driving in Victoria.

This document is a summary of Victoria's Four Wheel Drive Strategy. To view the full strategy which outlines the specific actions to deliver on the strategy, visit www.ffm.vic.gov.au/recreational-activities/four-wheel-driving

Our Vision

Four wheel driving in Victoria provides fantastic benefits for people, communities and nature.

Key Outcomes

The six key external outcomes and associated tasks we will focus on to achieve our vision are:

1. Four wheel drivers are coming to Victoria as the premier 4WD state

Position Victoria as the premier 4WD state, to promote Victoria's unique four wheel driving experiences and to have 4WD touring product developed that leads to increased tourism from four wheel drivers visiting Victoria's regions.

2. Victoria has economic benefits from four wheel driving

Increase the economic benefit Victoria derives from four wheel driving through improving the 4WD touring product offer and building broader partnerships to better market the available 4WD touring experiences, and to increase four wheel driving and related expenditure in regional Victoria.

3. Four wheel drivers provides a range of health and social connections

Improve the health and social benefits that four wheel drivers and other members of the public derive from four wheel driving and participation in forest and park volunteering activities.

4. Victorian 4WD experiences are enriched

Improve the quality and delivery of 4WD information and improve interpretation of the natural and cultural environment through use of current and emerging technologies to provide a richer, more immersive four wheel driving experience.

5. Four wheel drivers demonstrate respect for cultural, environmental and other values of public land

Promote responsible behaviours and deter irresponsible ones; increase the value and reach of existing education materials; and ensure 4WD users understand the significance of public land, ultimately leading to behaviour that is increasingly respectful of cultural, environmental and other values of public land.

6. Four wheel driving is respected as a legitimate recreational pastime

Better promote examples of the positive social, economic and environmental contributions four wheel drivers make. Coupled with the increasingly considerate behaviours of four wheel drivers, this will educate the broader community of the positive contribution four wheel drivers make to public land and the value of their recreational activities.

Who are the Four Wheel Drive Advisory Committee (FWDAC)?

The FWDAC were appointed in 2015 by the then Minister for Environment, Climate Change and Water to provide advice on 4WD policies, initiatives and strategies, provide a forum for consultation and support on issues relating to 4WD use of public land.

The committee also facilitates interaction and partnerships between Four Wheel Drive Victoria, 4WD Clubs, the broader 4WD community, Parks Victoria and the Department of Environment, Land, Water & Planning. The committee consists of two representatives from each of Four Wheel Drive Victoria, the Department of Environment, Land, Water & Planning and Parks Victoria.



Contacts for further information

For further information on the strategy and progress achieved to date, please contact one of the following representatives on the FWDAC:

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Join a Club

Got a 4WD but not sure what to do or where to go? A great way to get into four-wheel driving is to join one of the many four-wheel driving clubs in Victoria. The local knowledge and experience of the club environment enables those with less experience to explore new areas safely. Contact the [Victorian Association of Four Wheel Drive Clubs](#) for more information www.fwdvictoria.org.au

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