

Victorian Goldfields World Heritage Bid

Project Cost

\$1.65 million

Investment Needed

- \$500,000 – Create a regional governance and strategic investment model recognised by all levels of government for the Victorian Goldfields World Heritage Bid
- \$150,000 – Consolidate regional workforce capability plans to support the World Heritage visitor experience and expected increase in visitors across all areas in the Victorian Goldfields
- \$500,000 – Establish a World Heritage product brand and integrate into interpretation plans to guide how the Victorian Goldfields' heritage and culture is communicated to visitors
- \$500,000 – Create World Heritage journeys that maximise tourism spend across destinations throughout the Victorian Goldfields.

City of Ballarat Investment

- Subject to Council budget processes

Project Description

This unprecedented project is a partnership between Ballarat and 14

other Victorian municipalities to secure World Heritage listing of the Victorian Goldfields.

Key actions from the Victorian Goldfields World Heritage Bid Master Plan will create social, cultural, and economic opportunities for regional communities and long-term sustainable jobs, mostly through sustainable tourism initiatives.

These benefits will be realised across an area that includes almost 20 per cent of Victoria and is home to more than half a million people.

Formalising a strong regional governance model for the bid will align investment, marketing and community benefits, positioning the Victorian Goldfields regions for long-term growth aligned to World Heritage values and opportunities.

Building Victorian Goldfields World Heritage Brand identity and World Heritage journey marketing will help to increase visitation and enhance experiences at locations across Victorian Goldfields areas.

Enhancing workforce skills will benefit local communities, residents and businesses and help ensure Victorian Goldfields regions can deliver the expected World Heritage visitor experience.



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Note: All project costs are subject to inflationary pressures leading to cost escalations

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CITY OF
BALLARAT



Delivery of the bid and key actions from the Master Plan will increase visitation to the Victorian Goldfields, leading to economic benefits worth \$1 billion for the region's communities, businesses, and operators in the first decade.

Community Benefit

The bid celebrates, protects and promotes the richness of the region's multi-layered history - from the First Peoples living on Country, to the Gold Rush and subsequent waves of immigration.

Delivery of the Victorian Goldfields World Heritage Journeys Master Plan aims to help uplift the socioeconomic condition and quality of life of communities in the Victorian Goldfields, regardless of their individual World Heritage status.

It will build community identity and pride, conserve heritage, stimulate socioeconomic revitalisation, and celebrate local culture.

Why should Governments invest in this project?

Economic Benefits

Delivery of the bid and key actions from the Master Plan will increase visitation to the Victorian Goldfields, leading to economic benefits worth \$1 billion for the region's communities, businesses, and operators in the first decade.

By the tenth year following World Heritage listing, in comparison to business-as-usual tourism growth, there would be:

- An additional 2.5 million new visitors to the region
- An additional \$526 million spent in the local economy

- 2,125 new tourism jobs and 1,892 construction-phase jobs
- \$488 million total regional income (direct/indirect wages, salaries, profits for business)
- \$721 million additional investment in both hotel and family-type accommodation

Location

- Ballarat and 14 other Local Government Areas

Status

- The Australian Government added the Victorian Goldfields to its World Heritage Tentative List in January 2025

Timeline and Next Steps

- Secure funding to further progress the bid and actions from the master plan in readiness for a proposed World Heritage listing
- The earliest a Preliminary Assessment can be submitted to UNESCO by the Australian Government is 2026/2027