

# Victorian Goldfields World Heritage Bid

## Project Cost

**\$1.7 million**

### Investment Needed

- \$1.52 million – Victorian Government plus partnership co-contributions

### City of Ballarat Investment

- \$180,000 subject to Council budget processes (over three years)

## Project Description

This unprecedented region-wide project is a partnership between Ballarat and 14 other Victorian LGA's to secure World Heritage listing of the Victorian Goldfields to create social, cultural, and economic opportunities for regional communities and long term sustainable jobs.

The Victorian Goldfields World Heritage Journeys – Master Plan Implementation Stage 1 (Master Plan) provides the roadmap to equitably distribute the benefits of a World Heritage listing to over half a million people, across nearly 20 per cent of Victoria, primarily through sustainable tourism initiatives.

## 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.



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

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> Victorian Goldfields World Heritage Bid continued

## Delivery of the bid and 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.

### Why should Governments invest in this project?

#### Economic Benefits

Delivery of the bid and 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 2.2 million new visitors to the region
- An additional \$440 million spent in the local economy

- 1,750 additional jobs
- An increase of \$150 million in regional income (direct/indirect wages, salaries, profits for business)
- \$570 million additional investment in both hotel and family-type accommodation

#### Location

- Ballarat and 14 other Local Government Areas

#### Status

- In 2023, the Victorian Government committed \$3.8 million over three years to take forward two World Heritage nominations, one being the Victorian Goldfields World Heritage Bid
- Victorian Goldfields World Heritage Master Plan development supported by a \$500,000 grant from Regional Development Victoria’s Investment Fast-Track Fund and \$125,000 in regional co-contributions
- The Victorian Goldfields World Heritage Master Plan was completed in 2024

### Timeline and Next Steps

**Australia Government will add the Victorian Goldfields to its World Heritage Tentative List in 2025**

**A full nomination will be submitted to UNESCO by the Australian Government 2026/2027**

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