

## Sovereign Hill Master Plan: Gold Vault

**Project Cost: \$17.9 million**



### Overview

The Gold Vault is the hero new visitor experience proposed for Sovereign Hill, set to attract up to 100,000 new visitors a year and diversify visitor interest.

It will combine the crown jewels of Victoria's gold collection with a new immersive experience celebrating the wonder of gold. Housed in a simple, flexible and multi-media capable building, the Gold Vault experience will offer both immersive digital and collection experiences and high value collection displays in a secure vault-like environment.

The Gold Vault will be included as a new experience for all museum entries and is based on compelling market research which indicates 85 per cent found the Gold Vault to be appealing or very appealing and 78 per cent were very likely or likely to visit.

### Benefits

#### Economic

The Gold Vault will create between 124 and 168 FTE direct and indirect jobs during construction and between 21 and

37 ongoing direct and indirect when operating. When the Master Plan is complete it will provide an additional 155 ongoing jobs by 2040.

The Gold Vault delivers increased business investment in regional communities, increased economic impact and job creation, diversified revenue sources and increased and more diversified tourism visitation in Western Victoria.

#### Community

The Gold Vault will deliver significant social and cultural benefits, by growing meaningful and diverse volunteerism, boosting Ballarat's knowledge economy, and increasing education capacity.

#### Environmental

The project is part of Sovereign Hill's move to net zero energy, waste, and water. New construction will incorporate energy-efficient lighting and design and solar panels.

#### Regional

The project will drive flow on visitation to the region, with frequent overnight travel, particularly interstate and international visitors.

*“The Gold Vault project recognises that today, the world’s leading cultural institutions are more than just museums or buildings dedicated to one particular craft.*

*They move beyond traditional notions of engagement, to become multi-purpose precincts stitched into the wider city of which they are a part. Visitors’ expectations are higher – they want uniquely inspiring experiences.*

*For Sovereign Hill this means creating a new powerful immersive experience for a growing market, to ensure that it and the Ballarat offering is worthy of a world class creative region.”*

*Sara Quon, CEO, Sovereign Hill*