

VICTORIAN GOLDFIELDS WORLD HERITAGE BID

PRIORITY PROJECTS



- Regional development and diversified economies
- Job creation and increased liveability
- Transforming our small towns
- Tourism growth and investment
- Rehabilitating environmentally damaged landscapes

PROJECT DETAILS

Heritage is the biggest tourism product in the world and World Heritage Designation is a global brand.

The heritage and history of the Central Victorian Goldfields is an integral part of Australia's story and its full tourism potential is relatively untapped.

Victoria's Central Goldfields region has the world's most expansive and intact representation of a nineteenth century gold rush settler landscape. The region is dotted with mining relics, simple and grand dwellings and large, often out of scale, public buildings and works, built on the back of gold-wealth and dating from its initial discovery in 1851 in the Hepburn Shire town of Clunes.

Thirteen Councils from across the region are collaborating to develop a bid to have the Goldfields UNESCO World Heritage listed. This bid is backed by a powerful and committed group of partner stakeholders representing the government, not for profit and private sectors, which recognise the considerable economic, social and cultural benefits this initiative will bring.

The project will see further refinement and development of the business case for a World Heritage Listing through site identification across the goldfields, research into the uniqueness and opportunities that they each bring and the development of a sustainable tourism plan. It will also include scoping other models to see what is working in successful UNESCO sites around the world.

This investment to secure World Heritage Listing, will unlock the full potential of the region, bringing economic diversification, jobs, investment and tourism, and raise the socio-economic outlook for cities, towns and communities across the region.

FUNDING

Total	\$1.442 Million
Participating Councils	\$772,000
Victorian Goldfields Tourism	\$ 50,000
State/Federal	\$620,000

TOURISM