

You can find a copy of the Sovereign Hill Economic Impact Study at www.sovereignhill.com.au/sovereign-hill/media-information/



Goldrush REVIVAL

Sovereign Hill was proud to have its Economic Impact Study Report launched by The Hon. Jaala Pulford MP, Minister for Regional Development, on 6 February this year.

The report was prepared by Ernst & Young, Australia (EY), business analysts and advisors, whose brief was to investigate Sovereign Hill's economic contribution and benefit to Ballarat, surrounding regions and the State of Victoria.

It will be used to support our funding applications and as a marketing document to highlight the value of Sovereign Hill to the economies of Ballarat and the State of Victoria.

The excellent research work done by EY used the REMPLAN methodology regularly employed by Government to articulate economic

activity and outcomes for various policy and program initiatives.

Ticketed attendances at Sovereign Hill's venues attract over 700,000 visitors annually. About 25% are international tourists, earning our economy valuable export dollars in tourism product. Our main source of international visitors is, of course, Mainland China, and we receive about one third of the total inbound China visitors to Victoria.

The domestic market comprises the remaining 75% of visitation. Four out of five



A diverse market base is central to our financial performance and viability. Two key market segments are Mainland China (77,000 visitors annually) and Victorian schools (100,000 annually).





The Hon. Jaala Pulford, State Minister for Regional Development, launched the Ernst Young Report in February 2015.

domestic visitors come from Victoria, mainly Melbourne. In particular, we attract a very strong schools market, with our educational programs delivering AUSVELS curriculum requirements for both primary and secondary schools.

The Sovereign Hill business model is therefore very robust, with year-round stimulus from differing markets underpinning our financial performance and viability. It is through this strong structure, based on delivering high quality cultural and heritage tourism, as well as educational experiences, that Sovereign Hill makes such a powerful economic contribution to the Ballarat, regional and Victorian economies. The provision of over 60,000 bed nights each year for the Ballarat region as a consequence of running our nightly sound-and-light show, 'Blood on the Southern Cross', is just one such example.

In summary, the EY report reveals that Sovereign Hill contributed \$228.5m and 1,422 jobs (part-time, casual and full-time) in combined direct and indirect contribution to the Victorian economy in 2012-13.

As well as this economic impact, Sovereign Hill generates an additional social and cultural value not quantified in this study.

For a not-for-profit, community-based organisation, started in 1965 by a group of committed local volunteers, Sovereign Hill has quickly asserted a central place in Victoria and Australia's cultural tourism offerings.

The professional staff employed since its 1970 opening have driven and serviced a path of excellence in continual achievement and on-going development. Figures revealed in this study most clearly define an organisation of which our Ballarat region and the wider State of Victoria can be truly proud.

“↑ THE EY REPORT REVEALS THAT SOVEREIGN HILL CONTRIBUTED \$228.5M AND 1,422 JOBS”