

MEDIA RELEASE

CHANGES TO THE SOVEREIGN HILL WORKFORCE

MONDAY MARCH 16, 2020

Sovereign Hill Museums Association, along with many Australian arts, cultural and tourism organisations, is being heavily affected by the ongoing coronavirus emergency. We remain open but the number of visitors visiting the museum has dropped substantially in the last months.

We expect that this impact will become worse and will be felt for many months.

The financial impact of this will be severe.

To ensure we can sustain the museum as financially viable through this unprecedented emergency, we will not be offering hours to staff on casual contracts. We will be rostering our permanent full-time and part-time staff for all roles. This will take effect on Tuesday 17 March.

We have informed the Media Entertainment and Arts Alliance (MEAA), who are working with us to minimise the impact on all staff. We will be paying all casual staff according to their roster for the coming two weeks and they will not be expected to work. We will be doing this to support our team through this difficult time.

This has been an incredibly difficult decision to make. Sovereign Hill Museums Association is a not-for-profit museum that has long been recognised as an Australian tourism icon. We have been immersing people in our shared history for almost 50 years. The organisation has a strong foundation and a robust business model but we need to ensure we can not only sustain ourselves but continue to provide the vital contribution that Sovereign Hill makes to the Ballarat, state and national economy.

Quotes attributable to Sara Quon, Chief Executive Officer, Sovereign Hill Museums Association:

“Sovereign Hill remains open every day. Large open places like our outdoor museum, that have space for optimism and room to safely connect to others, will be vital in sustaining people over the coming months.”

Quotes attributable to Damien Butler, President, Sovereign Hill Museums Association:

“As a Board, we have a duty to our community and our whole staff. The actions management are taking now are essential to sustain the museum through this unprecedented emergency.”

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