

# MEDIA RELEASE

## CELEBRATING 50 YEARS SOVEREIGN HILL ANNOUNCES PHASE ONE OF 20-YEAR PLAN

**Friday 27 November**

To celebrate its 50th anniversary, not-for-profit Sovereign Hill Museums Association has launched the first phase of a 20-year Master Plan, comprising four phases delivered between 2021 and 2030, and impacts modelling assessed up until 2040.

Enabled through \$10.1 million of funding from the Federal Government's Tourism Icons program, the Master Plan has been developed through extensive consultation and engagement with Ballarat youth, the local business community, the museum's partners, educators and disability advocates. In addition, key insights were given by Sovereign Hill's staff and volunteers and those involved with Sovereign Hill over many of the formative years.

Building on Sovereign Hill's milestone of 50 successful years, the Master Plan aims to develop stronger connections to community, become a leader in environmental stewardship and focus on greater diversity and inclusion. While continuing to inspire future generations, gold will continue to play a pivotal role in the museum's story amplified through rich stories of ingenuity, resilience and humanity. Vibrant seasonal programming will also be introduced along with a focus on regenerative practices driven by Sovereign Hill's aspiration to create a better future.

The Master Plan will significantly enhance and expand the not-for-profit organisation and by 2040 Sovereign Hill's outdoor museum annual visitation is forecast to grow from 527,000 to 1.4 million. The projected growth will create an additional 1,230 jobs and deliver an estimated increase of \$202 million to Victoria's economy.

Phase one of the Master Plan will be implemented by mid-2022 with the launch of a nationally significant Centre for Rare Arts and Forgotten Trades (CRAFT). Visitors to CRAFT will be able to take part in hands-on workshops ranging from 30 minutes to five days across a diverse range of areas - from leather to metal and from paper printing to textiles. Dedicated to keeping near forgotten trades and skills alive and thriving, CRAFT will draw on Sovereign Hill's existing showcase of rare trades and invite new artisan partners to collaborate.

Phase one of the Master Plan will also incorporate the launch of the Gold Pavilion and the Australian Centre for Gold Rush Collections. Upon entry to Sovereign Hill, the Gold Pavilion will house three distinct exhibition spaces and deliver an enhanced orientation experience allowing visitors to curate their journey and maximise their connection to the gold rush. The Australian Centre for Gold Rush Collections will build on Sovereign Hill's rich collections and provide visitors with greater accessibility to the culturally significant collection. The Australian Centre for Gold Rush Collections will be built in close proximity to CRAFT providing an opportunity to connect contemporary practice with the richness of the entire museum collection.

Sovereign Hill's 20-year Master Plan was created in consultation with an expert group of consultants, led by Grimshaw.

For more information please visit: [sovereignhill.com.au/MasterPlan](https://sovereignhill.com.au/MasterPlan)

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### MEDIA CONTACT:

Mark Hemetsberger M 0438 947 523

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### COMMENTS ATTRIBUTABLE TO:

#### **Senator Jonno Duniam - Assistant Minister for Regional Tourism**

"Sovereign Hill is one of Australia's most famous historical tourist attractions, and importantly, it supports local jobs and the economy."

#### **Senator Sarah Henderson**

"Congratulations to Sovereign Hill on this amazing milestone, serving the people of Victoria and the Ballarat community for 50 dedicated years."

"Sovereign Hill has a special place in the hearts and minds of Victorians who share fond memories of visiting this iconic attraction and I am delighted that the Morrison Government is recognising its importance by providing \$10.1 million for the 20-year Master Plan."

#### **Craig Fletcher, Board President, Sovereign Hill**

"Celebrating our previous 50 years and the generations that have come to visit us by launching this plan sets us up to ensure the next 50 is just as strong - it is incredible to be able to commemorate this milestone in such a way."

#### **Sara Quon, CEO, Sovereign Hill**

"Our rare trades are a critical part of Sovereign Hill and the Centre for Rare Arts and Forgotten Trades (CRAFT) is an important opportunity to collaborate with more makers from our local community, across Australia and the world to share these important skills and ensure their continuation."

"As we implement this Master Plan over the coming years we will continue to work closely with our local community and stakeholders to ensure the full social and economic benefits are being achieved."

#### **Alison Potter, Grimshaw Principal**

"Grimshaw is honoured to help shape the future cultural landscape of Sovereign Hill. This project has called for deep and critical thinking around transformative experiences, regenerative design, and inclusive infrastructure to revision Sovereign Hill not just as a tourism icon but as a place which offers significant connection to the past, present and future people and communities of regional Victoria."

