

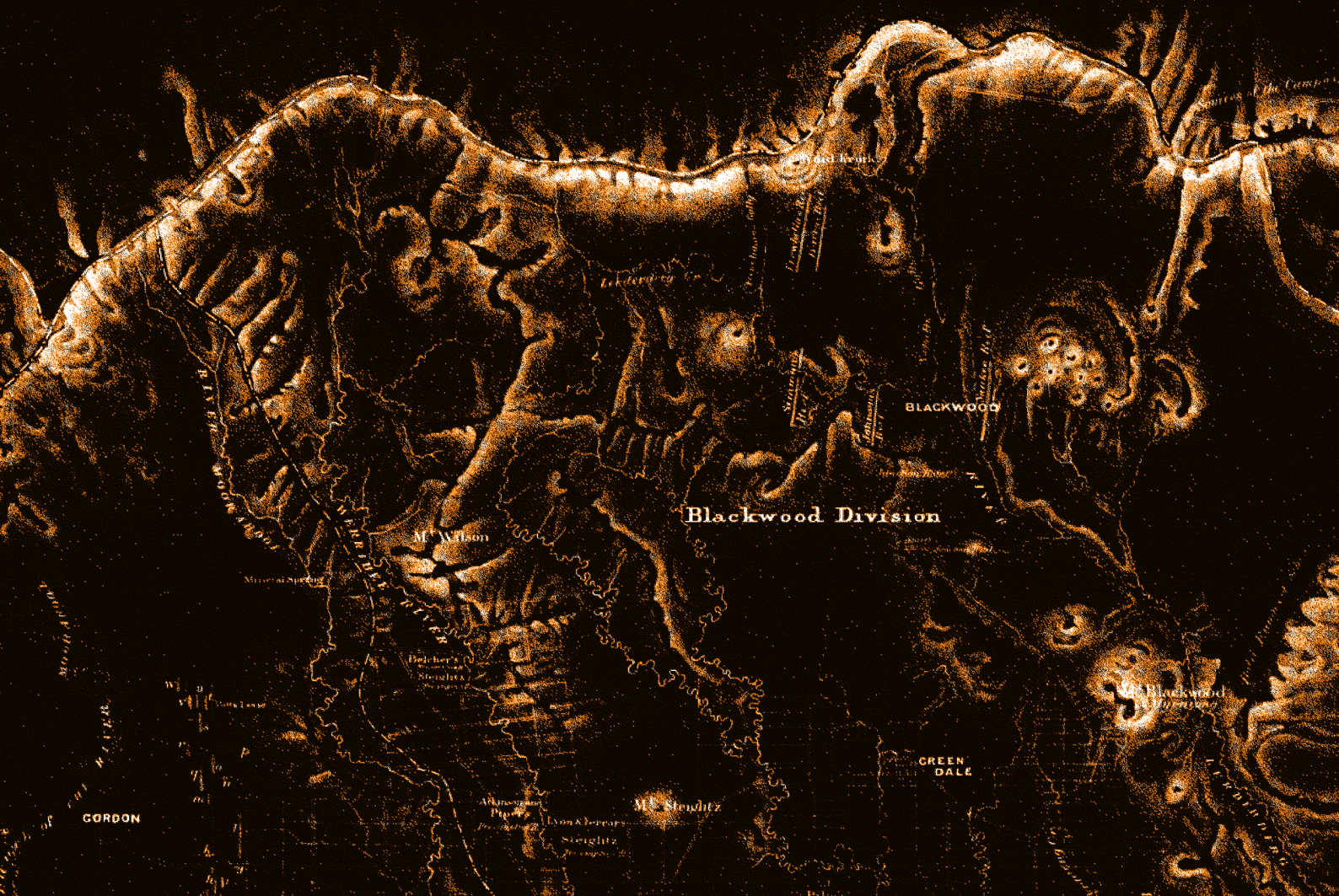


THE CENTRAL VICTORIAN
GOLDFIELDS



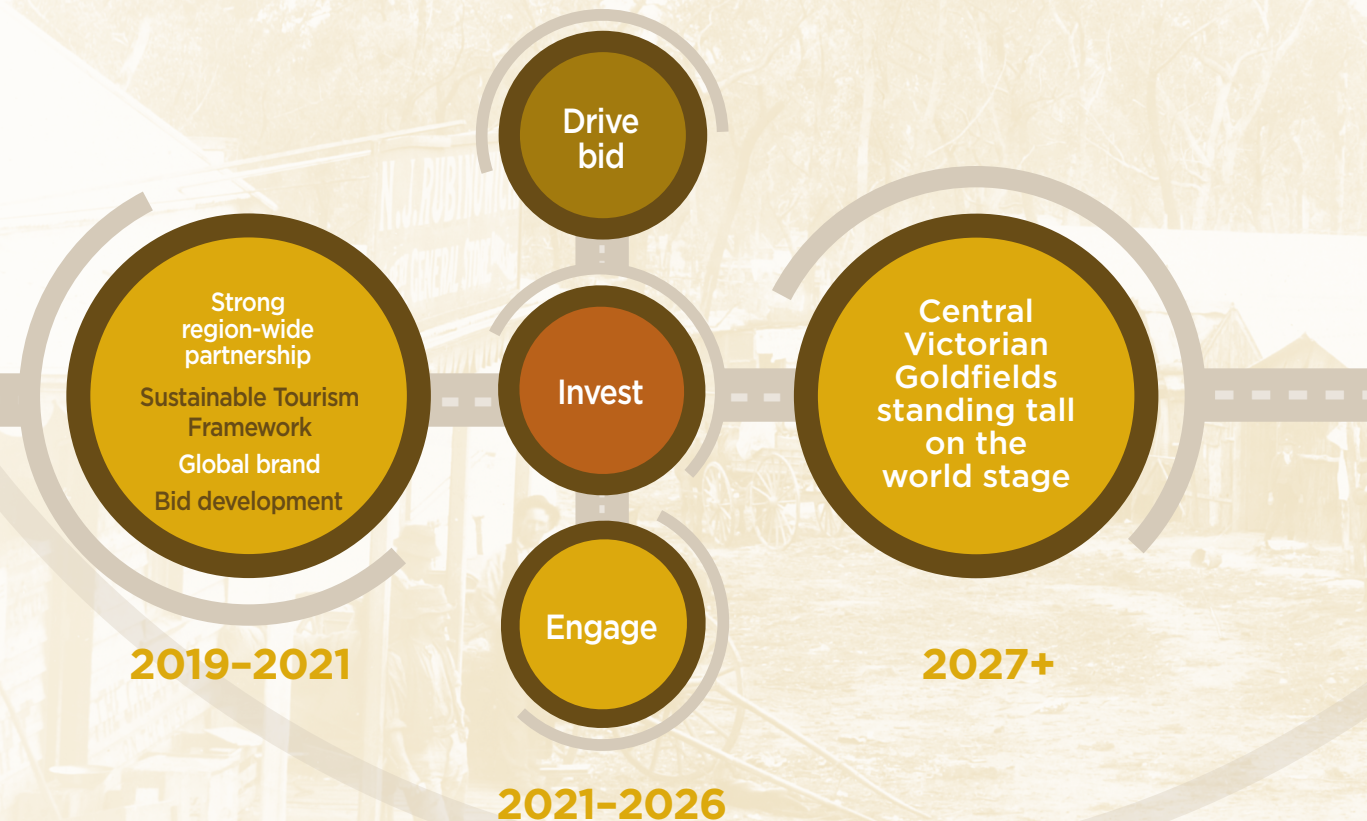
WORLD HERITAGE BID

ROADMAP



This roadmap sets out the plan for securing World Heritage listing, growing long-term jobs, building a sustainable post-COVID economy, and improving lives, visitor experiences and conservation outcomes across the Central Victorian Goldfields region.

- Securing World Heritage listing is **the critical element and the catalyst**
- Strong, region-wide partnership and ambitious sustainable tourism investment is **the vehicle**
- Targeting, dispersing, and embedding the benefits across all Central Victorian Goldfields communities is **the aim**
- Securing a stronger regional and state economy and more jobs is **the outcome**



Invest

What we need now

The masterplan

A detailed masterplan and schedule is needed to drive and deliver an ambitious and transformational public and private investment program across the region's 13 local government areas to:

- Capitalise on the high-profile UNESCO brand that will generate greater economic diversification, jobs, investment and tourism
- Raise the socio-economic profile of the region's cities, towns and local communities and the capacity and capabilities of their residents to gain long-term sustainable employment
- Build on a strong, collaborative and unprecedented, region-wide partnership and deepening partnerships with Registered Aboriginal Parties through a process of collaboration and self-determination

The masterplan will deliver an investment business case (what, where and how) for:

1. Targeted critical infrastructure
2. World Heritage regional journeys
3. World Heritage experience centres to amplify the region's story
4. Accessible heritage sites and places
5. Co-designed place making, community connection and storytelling
6. Enhanced industry capacity and capability
7. Focused marketing and promotion

What we'll need later

- Priority project investment and delivery
- Strong regional advocacy
- State government leadership to take a tentative listing bid to Canberra (soon) and secure World Heritage listing (later)

Invest

The outcome

Agreed, prioritised and costed masterplan, schedule and business case ready for fast-track investment and staged delivery throughout the region, and a strong peer-reviewed case for tentative World Heritage listing, ready for the Victorian Government.

Total project cost: \$625,000

\$500,000 funding ask

\$75,000 LGA partners

\$50,000 Victorian Goldfields Tourism Executive + substantial in-kind

Total contributions to date: \$650,000+

\$184,000+ 13 local government partners

\$100,000 Victorian Goldfields Tourism Executive

\$50,000 State government

\$16,000 Regional Development Australia

\$300,000+ Substantial in-kind support

What we can achieve together

Engage

- Central Victorian Goldfields World Heritage site recognised globally
- Sustainable tourism framework and quality investment
- Unprecedented, region-wide partnership and local leadership
- Sustainable pathways to long-term jobs
- Strong, sustainable post-COVID economy
- Improved quality of life for locals
- Quality visitor experiences across the region

Drive bid

This timeframe is indicative and subject to funding. It is based on advice from relevant agencies, timeframes experienced by recent successful applications and compliance with the meeting cycles of agencies.

Prep 2022

Draft tentative listing proposal reviewed by Victorian and Australian Government.

Bid partnership adopts masterplan and submits draft listing proposal to Victorian Government. (Draft tentative listing proposal includes Statement of Outstanding Universal Value; national and international comparative analysis; mapping of the region's heritage attributes and potential World Heritage sites; justification of the Goldfield's integrity and authenticity; appropriate management plan framework).

Step 1 2022

The Victorian Government submits application to the Australian Government for tentative listing

Following international and national peer review, Victorian Government supports submission of proposal to Australian Government.

Step 2 2023

The Australian Government places the Central Victorian Goldfields on its World Heritage tentative list

Australian Government reviews and evaluates proposal.

Step 3 2024

Build the nomination and submit to UNESCO

Australian Government works with the Victorian Government and the bid partnership to develop the bid dossier to meet UNESCO's requirements. The Australian Government can submit a nomination to UNESCO one year after the Central Victorian Goldfields is placed on tentative list.

Step 4 2026-2027

UNESCO, World Heritage advisory bodies (ICOMOS and IUCN) and World Heritage Committee evaluate application

Evaluation frequently requires further work such as providing additions or modifications to satisfy requirements. In a best-case scenario, it takes a minimum of 18 months from nomination to inscription.

World Heritage Committee makes formal decisions in June/July each year.

The opportunity is now. The urgency is now. We're ready.

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