

Tourism — Ballarat Victoria: Life on the goldfields

One of Victoria's most popular tourist attractions, Sovereign Hill, accurately recreates life on the Ballarat goldfields during the 1850s.

Built on a site linked with the richest alluvial gold rush in the world, Sovereign Hill faithfully depicts Ballarat's first 10 years after the discovery of gold in 1851.

Some 500 000 visitors stream through the gates of Sovereign Hill every year, with more than 120 000 of them from overseas.

Visitors can ride through the streets in a horse-drawn carriage, attend the schools of the era, shop for the delicacies of the 1850s, enjoy a visit to the theatre and explore the workings of an underground mine.

Sovereign Hill has expanded to include a Gold Museum and a very popular and authentic recreation of the Eureka uprising of 1854 in its night-time spectacular Blood on the Southern Cross.

An interactive education facility has recently opened and currently underway is a development of the Red Hill Mine replica to recreate the circumstances surrounding the discovery of the Welcome Nugget discovery in 1858.

Investigate Sovereign Hill at www.sovereignhill.com.au

Student exercises

1. How many overseas tourists pass through the gates every year?
2. Why do you think overseas visitors want to go to Sovereign Hill?
3. This extract comes from a full-colour booklet called *Ballarat Exporting to the World*. It was distributed during events that lasted for three days and included the presentation of Ballarat Export Awards. Why would the local government and local businesses go to this much trouble to promote their area?
4. Investigate tourism's contribution to the Australian economy.