

Gold Coast Prize Home Listed After Raffle

August 21, 2025

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A multimillion-dollar prize home on the Gold Coast has been listed for sale just days after a raffle draw, with the winner opting to take the alternative gold bullion prize instead of moving into the luxury property.

The home, located on a spacious acreage in the Gold Coast hinterland, was the star offering in the most recent draw by Yourtown, a well-known charity that funds youth programs and community services across Australia. The prize package included the fully furnished house, valued at \$3.67 million, as well as a lifestyle many Australians dream of.

As part of the competition rules, winners could choose between the home itself or a gold bullion package of equal value. For the recent draw, the winner, a Sydney-based mother, chose to accept the gold rather than take ownership of the residence. The decision has now placed the house back on the property market almost immediately after being won.

The charity had promoted the competition with the message: “A home to hold memories or gold to make them anywhere, what will you choose?” The winner’s decision reflected the appeal of flexibility and financial security over the responsibilities that come with owning a high-value property interstate.

The property itself is an expansive family home designed for luxury living. It features multiple bedrooms, large open-plan living spaces, a resort-style pool, and landscaped gardens. Its location in the Gold Coast hinterland offers both privacy and proximity to beaches, schools, and urban amenities. Real estate experts say the property is expected to attract strong buyer interest, given both its raffle publicity and its position in one of Queensland’s most desirable regions.

Yourtown has operated fundraising prize draws for decades, offering high-end homes and lifestyle packages. Proceeds from ticket sales directly support the organization’s work with disadvantaged young people, including education, employment pathways, and mental health support. The draws regularly attract national attention, with buyers from across Australia hoping to secure a multimillion-dollar home or its cash equivalent.

The option to take gold or cash instead of the home itself is often popular with winners. While some families choose to relocate and live in the properties, others opt for the financial flexibility that comes with liquid assets. For many, it avoids the complexities of maintaining or selling a multimillion-dollar house in a competitive market.

Industry observers note that stories like this reflect broader trends in Australia’s property and economic climate. With housing affordability a persistent challenge and cost-of-living pressures continuing, many prize winners view immediate financial gain as more practical than relocating.

As the Gold Coast property now enters the open market, Yourtown’s latest raffle has once again demonstrated the enduring appeal of prize home competitions in Australia. For the Sydney mother who made her choice, the decision ensures her prize can be enjoyed on her terms, not tied to a single address, but with the freedom that gold bullion provides.

