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The Block's Real Impact: Behind the Scenes of a Multi-Million Dollar Boost to Daylesford

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While viewers of *The Block* see five high-end homes take shape on-screen, the actual economic and infrastructural impact of the show is far more extensive. According to longtime host and Gold Logie Award winner Scott Cam, the production brought in close to \$8 million to the Daylesford region in Victoria. That figure doesn't even include spending on outside suppliers or subcontractors.

“The Block has brought almost \$8 million here, just in this town, and that's without employing people and buying stuff from outside of Daylesford,” Cam told local media during

filming. The boost includes accommodation for the large crew, catering contracts with local businesses, and significant construction costs. For a regional town, that level of spending makes a difference that goes beyond tourism brochures and primetime ratings.

Two heritage sites, the Phoenix at the Rex Theatre and the iconic Hepburn Spa, were also given new life during the show's high-pressure renovation challenges. Both are staples in the Daylesford community, and their revamps are seen as a win for local tourism and business. These restorations were not mere cosmetic touches for television; they've delivered real, lasting upgrades with potential long-term benefits for local trade.

The Raglan Street property, where this season's five eco-conscious homes are being built, was originally proposed for 2024. However, red tape and pushback from some in the community led to delays in approval. This isn't uncommon in regional Australia, where development plans, even those with obvious local advantages, often face resistance from vocal minority groups. While the current federal government has been more focused on immigration and central planning than regional development, shows like *The Block* have unintentionally filled a gap by creating jobs and injecting real dollars where they're needed most.

The homes themselves have been marketed as "eco-luxury," showcasing modern, sustainable design, a growing trend that balances aesthetic appeal with environmental responsibility. While some might see that as trendy television fodder, it reflects a broader shift in building practices that favors long-term efficiency and value, particularly important for regions balancing heritage with growth.

Despite initial hesitation from the local council and parts of the community, the results speak for themselves. Daylesford, often known for its spas and weekenders, is now seeing fresh investment, foot traffic, and national attention, thanks not to a government grant or program, but a private media production.

In an era where regional towns are often overlooked in favor of urban-centric policies, *The Block* stands out as an example of how targeted private enterprise, even in the form of reality television, can deliver meaningful economic results. It may not be conventional, but it works.