



# Spring in Ballarat

Participation Guide

 Visit Ballarat

# At a glance

- 40,000** Website visitors per month
- 13,466** Consumer EDM Subscribers
- 90,127** Combined Social Community
- 700** Industry EDM Subscribers

Data from Visit Ballarat

## With much excitement, the City of Ballarat is proud to share our Spring 2021 Participation Guide with industry.

An already strong spring line-up which includes the Ballarat International Foto Biennale and the Royal South Street Eisteddfod has been enhanced with two nationally-recognised brands in 1000 Doors and the Melbourne Food and Wine Festival.

At this point, there is around 40 significant events or activations taking place across the city and region over the spring months and more in the pipeline.

To build on this further, the purpose of the Spring 2021 Participation Guide is to:

- **Gain your participation in Ballarat's spring events and activities**
- **Highlight our headline events**
- **Share our marketing activity, content and focus**
- **Share what we are looking for from you to build our product**
- **Inform you of the benefits of getting involved**
- **Detail how you can get involved and share your product, event or activation with us.**

*The City of Ballarat Visitor Economy Team.*

## Spring 2021 marketing

### Launch of the Seasonal Marketing Toolkit

Continue the Made of: Ballarat campaign and evolve with seasonal content schedule to promote visitation

### Activities

- Paid content partnerships (e.g Broadsheet)
- Digital media driving audiences to visitballarat.com.au
- PR pitching the best of what's on in Ballarat
- Social media stories and industry showcases
- Seasonal photography for your use
- Made of: Ballarat publication (Autumn + Spring)
- Visit Victoria pitching and cooperative media buy

### Visit friends and relatives

### Activities

- Made of Ballarat publication local distribution
- ourballarat BIFB offer
- Geotargeting paid and organic social media
- Engaging local influencers

### Made of: Ballarat

Spring will see this campaign activated to showcase our local producers, makers and creators throughout the Melbourne Wine and Food Festival: regional edition. Stay tuned.

Be involved! List via ATDW, pitch a story idea, send us awesome photography and we will include it where it fits best!

For all the latest info on current events go to [visitballarat.com.au/whats-on](https://visitballarat.com.au/whats-on)

# Melbourne Food & Wine Festival

## The Regional Edition

### Get involved in the Melbourne Food and Wine Festival – The Regional Edition

Melbourne Food and Wine Festival's (MFWF) dedicated regional campaign, The Regional Edition, is back! Running from 13-21 November 2021, the program provides a platform for local businesses to participate in a state-wide special events program. The City of Ballarat is proud to be an Event Partner for this year's event, which will ensure dedicated promotion of Ballarat's events, and our region, across MFWF marketing channels. A dedicated industry event will also be held during the November program.

*Event submissions for The Regional Edition open 2 August 2021.*

**For more information, contact the Melbourne Food and Wine Festival programming team:**

[program@foodanddrinkvic.com.au](mailto:program@foodanddrinkvic.com.au)

Image: Matt Dunne

### Our Audiences

#### Active Regional Explorers

Travelling in regional Victoria is part of their life. Skewed younger, often at family lifestage and predominantly from metropolitan Melbourne suburbs, Active Regional Explorers will seek out enriching experiences and aspire to more than just 'relaxation'.

They will take weekend and extended trips, typically touring to cover more than one activity. They enjoy outdoor pursuits, such as cycling, fishing, or getting out into national parks, but also constantly look for new or different offerings in regional Victoria.

More likely to engage with art, culture and history, Active Regional Explorers embrace opportunities to broaden their children's horizons and reconnect away from screen.

#### Regional Fledglings

Young singles and couples, who may also travel as groups of friends or with pets, Regional Fledglings are predominantly metro-based and have urbanised tastes. They follow emerging trends and travel often, but typically on short weekend breaks or daytrips.

Highly flexible in their itinerary, and engaged by online destination resources, Regional Fledglings are always looking for new offerings and are drawn by modern dining, wineries, craft beer, music events and festivals, novelty and intrigue.

### Current content and itineraries

- Your guide to the spring school holidays in Ballarat
- Ballarat's best gardens, parks and playgrounds
- Ballarat's top picnic experiences
- The 10 best ways to explore the great outdoors in Ballarat
- Everything you need to know about the 2021 Ballarat International Foto Biennale
- Our top five picks at the 2021 Ballarat International Foto Biennale
- Our top five picks at the Melbourne Food and Wine Festival – The Regional Edition
- Five events to add to your calendar this spring
- Our favourite floral-inspired workshops
- Top five backdrops to capture the perfect photo this spring
- Spring clean your life with some self-care in Ballarat
- Spring on a plate (new spring menus, product at its best in spring)

### Made of Ballarat spring publication will feature:

- What's On in spring
- BIFB – Linda McCartney
- BIFB – local artist
- MFWF
- A taste of spring
- Best Ballarat nature spots
- Eat & Drink, To Do and Stay listings



**Spring edition, 82,000 copies released September.**

**Any enquiries can be directed to [bencole@ballarat.vic.gov.au](mailto:bencole@ballarat.vic.gov.au)**

### What else are we looking for?

- **Tell us about any new ideas, products and flavours in your venue** – Incorporating new producers, talent and offerings
- **Share other high-quality product or event experiences you have** – Create or let us know of an extraordinary experience that is fun and engaging in your venue
- **A one-off product or event** – Make a product or event a one-off experience designed especially for the spring period in Ballarat
- **School holiday activities** – Highlighted product specifically for the school holiday period to drive audiences to Ballarat during this time
- **Tell us a story** – Highlight diverse and interesting people, food and places that allow us to share unique stories to influencers, visiting journalists and Visit Victoria
- **Collaboration** – Collaborate with your industry friends and peers to create a truly one-off experience. For example, accommodation, hospitality and experience packages or behind the scenes tours and food offers
- **Mid-week offers or experiences** – Tell us about any Pay 2 and Stay 3 offers, hospitality packages or hands-on workshops etc
- **Drive/road trip options** – Drive experiences are receiving great cut-through right now
- **High-quality images** – The higher the quality of pictures supplied, the better!
- **Content** – use the hashtags #visitballarat #madeofballarat #ballarat for coverage

### Your benefits

Products and events in the spring program will be included in a spring content schedule that includes promotional opportunities to our extensive audiences and media network.

- **Visit Ballarat** – Includes promotional opportunities through the Visit Ballarat website, Visit Ballarat consumer EDM and social media channels
- **Dedicated product or event listing** – By listing on ATDW, each product or event will receive a dedicated page on the Visit Ballarat and Visit Victoria websites
- **PR and media coverage** – Media and editorial opportunities with a range of media partners and influencers

### How to submit a spring product, event or activation to be included

You can be featured on [visitballarat.com.au](http://visitballarat.com.au) by listing your business, events and masterclasses on the Australian Tourism Data Warehouse (ATDW).

It's the quickest and easiest way to get seen by a large audience, and also helps to increase your online exposure and improve your search engine optimisation.

Listings are free and it's a great way to market products and services across key websites such as Visit Ballarat and Visit Victoria.

#### Not sure how to create an ATDW listing?

**Touch base with our Visitor Economy Coordinator, Joel Chadwick.**  
[joelchadwick@ballarat.vic.gov.au](mailto:joelchadwick@ballarat.vic.gov.au)

### Key dates

- Spring activity or events must fall in the spring dates of **1 September – 30 November 2021**.
- Let us know of your spring activity, event or package by **30 August 2021** by completing the following form via QR code.
- Create your ATDW listing by **1 September 2021**



### Get in touch

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0418 524 720

The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways. We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.



[www.visitballarat.com.au](http://www.visitballarat.com.au)

