

Summer in Ballarat

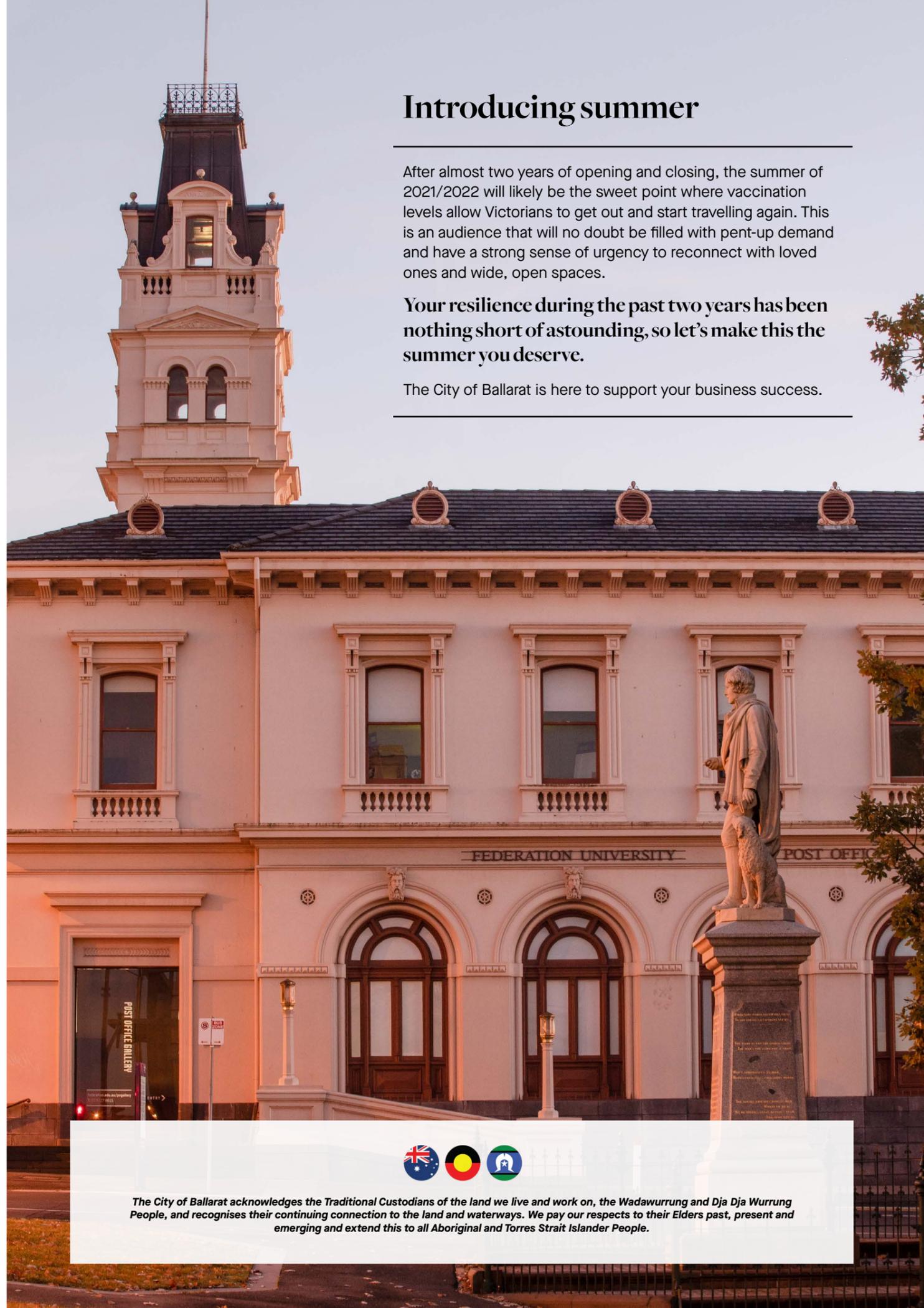


Introducing summer

After almost two years of opening and closing, the summer of 2021/2022 will likely be the sweet point where vaccination levels allow Victorians to get out and start travelling again. This is an audience that will no doubt be filled with pent-up demand and have a strong sense of urgency to reconnect with loved ones and wide, open spaces.

Your resilience during the past two years has been nothing short of astounding, so let's make this the summer you deserve.

The City of Ballarat is here to support your business success.



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.

Summer feature products & events

What's on?

Given the dynamic nature of events this year, take a look at the What's On page on the Visit Ballarat website for the most up-to-date information to help you plan ahead!

Use the QR code or visit visitballarat.com.au/whats-on



Ballarat Pass

Multi-attraction pass for the family market.

A big focus on visiting friends and relatives.

Christmas in Ballarat

Celebrate the festive season of Christmas in Ballarat from 1 December to 25 December 2021. Transforming the Ballarat CBD, the 2021 Christmas in Ballarat program will feature Ballarat's iconic Christmas decorations - including the giant shooting star, giant bauble and floral reindeer. New additions to this year's program will include an interactive art trail, Santa's workshop, as well as book readings, arts and crafts, live music and roving entertainment*.

1 December until 25 December 2021

How to be involved: To ensure your Christmas event or activity is included on the Christmas in Ballarat website, upload your event via the Australian Tourism Data Warehouse (ATDW).

If you do not have access to ATDW or your submission does not meet ATDW criteria, please email event information and images to teganbenfield@ballarat.vic.gov.au by Monday 1 November. For more information on how to be involved and the benefits of inclusion, [click here](#).

*Pending Covid-19 restrictions

Summer Sundays

An afternoon of live music in the Ballarat Botanical Gardens.

9, 16, 23 & 30 January
facebook.com/summersundaysballarat

Federation University Road National Championships

The Federation University Road National Championships will return to the streets of Ballarat in 2022. With so much on offer, AusCycling are inviting visitors to truly experience Ballarat this January.

12 - 16 January
roadnationals.org.au

NBL 3x3 Hustle

The NBL and 3x3 Hustle will host one of Australia's largest 3x3 basketball tournaments at the Ballarat Sports Events Centre this summer. The Big Hustle National Championships will showcase the best 3x3 talent in Australia from ages 12 and under to Open, with over 170 teams set to participate in the event.

22 & 23, January 2022



Marketing summer in Ballarat

Sharing Ballarat's breadth of opportunity, authentic producers and picturesque moments, we aim to showcase **local heroes and makers** to core markets that we believe have the propensity to stay longer, spend more and connect with the region.

Our campaigns are designed to resonate and inspire the following audiences:

- Locals and Visiting Friends and Relatives
- Culturally and linguistically diverse communities from Melbourne
- Key domestic audiences of Active Regional Explorers and Regional Fledglings (as identified in the Traveller Experience Plan)

Locals and the VFR market

The visiting friends and relatives (VFR) market is a significant part of Ballarat's visitor economy, accounting for 40-45 per cent of total visitation over the last five years (NVS, YE Mar 21, TRA).

Capitalising on this important audience segment, the City of Ballarat will this summer launch the first of several VFR-focussed campaigns promoting Ballarat as an ideal place to reconnect with out-of-town loved ones.

The digitally-focussed campaign, which will include new functionality on visitballarat.com.au and a competition, will make it easier for residents to share travel ideas and inspiration with their loved ones.

Curated content for locals will cover a range of topics, including:

- Events worth travelling for
- New food and drink offerings to check out, in addition to your favourites
- Itineraries inspired by locals – starting with our *We Are Ballarat* ambassadors
- Promotion of the new '*Ballarat Pass*' to drive longer stays

Stay tuned for more info.

Culturally and linguistically diverse communities from Melbourne

Insights show Ballarat is well placed to fulfill the needs of culturally and linguistically diverse communities from Melbourne

- Activate itineraries and connect to attract the culturally and linguistically diverse audiences from metropolitan Melbourne in January.
- A media partner will be selected to reach these audiences and co-operative marketing buy-in will be available for industry to be featured.
- To celebrate Chinese New Year, the City of Ballarat will engage Chinese influencers, to visit Ballarat and showcase our destination.

Key audiences for Ballarat

Ballarat's most two strategic audiences were identified in the recently published Traveller Experience Plan. These are Active Regional Explorers and Regional Fledglings.

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 re-connect away from the 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.

Summer content on the Visit Ballarat website

Special Christmas in Ballarat landing page which will feature the below stories.

Stories

- Your ultimate guide to summer in Ballarat
- Get into the festive spirit this Christmas in Ballarat
- 10 things to do in Ballarat this summer school holidays
- The 10 best places to go swimming in the Ballarat region
- Top five places to catch live music in Ballarat this summer
- Ballarat's best outdoor dining experiences
- Five reasons to invite your family and friends to Ballarat this summer
- Who's new in Ballarat's hospitality and retail world
- Everything you need to know about the Federation University Road National Championships
- Say cheers to summer at the Ballarat Beer Festival

How you can participate

- **Tell us about any new ideas, products and flavours in your venue so we can celebrate through Visit Ballarat channels** – 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 summer 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
- **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](https://www.instagram.com/visitballarat) [#ballarat](https://www.instagram.com/ballarat) [#madeofballarat](https://www.instagram.com/madeofballarat) for coverage

The benefits

Products and events in the summer program will be included in a summer 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 listing on the Visit Ballarat and Visit Victoria websites
- **PR and media coverage** – Media and editorial opportunities with a range of media titles and influencers

How to submit a summer product, event or activation to be included

You can be featured on 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 for events and it's a great way to market products and services across key websites such as Visit Ballarat and Visit Victoria.

[Create your ATDW event listing here](#)

[Update your ATDW business listing here](#)

[Tell us what you're planning here](#)

The Ballarat Content Hub

The Ballarat Content Hub provides free images, videos, logos and other content to assist you with promoting Ballarat as a place to visit, live, work, and invest in. It is free to register for an account and use any of the available assets. Visit ballarat.com.au

Ways the content hub can help you:

- Update your website images
- Share new video content with your social media followers
- Showcase Ballarat in your promotional material
- Complement your product/service offering by showing the best of Ballarat

Key dates

- Summer activity or events must fall in the dates of **1 December 2021 – 28 February 2022**.
- Let us know of your summer activity, event or package by **22 November 2021** by completing the following [form](#).
- Create your ATDW listing by **1 December 2021**

Join the conversation and share your thoughts on our closed Facebook Group. Search for "[Ballarat Visitor Economy Industry Group](#)" and ask to join.

We share your stories

40,000 Visit Ballarat website visitors each month

90,000+ social media followers

13,500+ consumer EDM subscribers

700 industry EDM subscribers



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