



# Winter is coming

BALLARAT  
WINTER  
FESTIVAL

 Visit Ballarat



## Winter in Ballarat

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### Participation Guide

Winter 2021 is coming and we would like to work with you to shape how we promote and activate Ballarat during this season.

As part of winter in Ballarat we will host Ballarat Winter Festival as one of the signature events along side Sovereign Hill's Winter Wonderlights. Other highlights of the season include, AFL in July, Kryal Castle's Knights of Fire, The Red Series, and the very beginning of Ballarat International Foto Biennale 2021. As part of this we invite you to participate throughout winter 2021 with further products, events, activations that make Ballarat the perfect destination for that warm cozy break.

With this in mind, winter 2021 will celebrate Ballarat's reputation as one of regional Victoria's leading winter destinations while aiming to drive economic benefit to Ballarat businesses.

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# Current Product and Events

Event	Start Date	
Robyn Stacey: As still as life	Sat, 27 March	<
Lindsay Family: Copland Foundation Conservation Project	Sat, 27 March	<
Morris Cohen	Fri, 2 April	<
Out of the darkness: A survivor's journey	Sat, 1 May	<
Carol McGregor: Wreath for Oodgeroo	Tue, 4 May	<
Body Moving	Sat, 22 May	<
Kait James: Hang us out to dry	Sat, 22 May	<
Ballarat Gets It's Glow On - Festival of Lights	Fri, 4 June	
The Bridge Farmers Market	Sat, 5 June	
Consentino - Deception	Sat, 5 June	
Zoom	Tue, 8 June	
The Resilience Project	Tue, 8 June	
Parrwang Lifts the Sky - Livestream	Fri, 11 June	
A Taste of Ireland	Fri, 11 June	
Frolic Dark Rainbow	Fri, 11 June	
Ballarat Farmers Market	Sat, 12 June	
Ballarat Beer Hop	Sat, 12 June	
McDonalds Junior Basketball Tournament	Sat, 12 June	
Bee Happy Annual Exhibition	Sat, 12 June	
Australian Calisthenics Solo Auditions	Sat, 12 June	
Bluey's Big Play The Stage Show	Tue, 15 June	
Human Nature - The AAA Australian Regional Tour	Thu, 17 June	
Grammar in Concert	Sat, 19 June	
Victorian Sheep Show	Sun, 20 June	
Snow and Rose	Mon, 21 June	
Winter Wonderlights	Fri, 25 June	
Ballarat Farmers Market	Sat, 26 June	
Knights of Fire & Snow Queen Neva	Sat, 26 June	
Ice Rink	Sat, 26 June	
Playing in the Attic: One Hundred Faces Art Exhibition	Sat, 26 June	
Creedence Clearwater Survival	Sat, 26 June	
Pauline Pidgeon Ballarat Recital	Sun, 27 June	
King of Ballarat Race Series	Sun, 27 June	
Victorian Youth Week: Arts Project and workshops 1927	Mon, 28 June	
The Bridge Farmers Market	Fri, 2 July	
Hospitality Raceday	Sat, 3 July	
Ballarat Farmers Market	Tue, 6 July	
The Design Exchange	Sat, 10 July	
Yarn Bombing @ The Bridge	Sat, 10 July	
World of Musicals	Sat, 10 July	
We Will Rock You	Wed, 14 July	
A Sweet Caroline Tour - A Tribute to Neil Diamond	Thu, 15 July	
Ballarat Farmers Market	Tue, 20 July	
King of Ballarat Race Series	Sat, 24 July	
AFL: Western Bulldogs V's Adelaide Crows	Sun, 25 July	
The Red Series	Sun, 25 July	
XCR21 Lake Wendouree Road Race	Sat, 31 July	
Buninyong Village Winter Market	Sat, 31 July	
Paul Kelly	Sat, 31 July	
The Australian Bee Gees	Sat, 31 July	
Australian Ballet Regional Tour 40th Anniversary Gala	Sun, 1 August	
The Bridge Farmers Market	Fri, 6 August	
Ballarat Farmers Market	Sat, 7 August	
National Indoor Bowls Championships	Sat, 14 August	
Ballarat Farmers Market	Sun, 22 August	
Ballarat International Foto Biennale	Sat, 28 August	
Adam Thompson - Bohemian Rhapsody	Sat, 28 August	
King of Ballarat Race Series	Sat, 28 August	



### Winter 2021 Marketing

<p><b>Promote tourism visitation</b> Continue the Made of: Ballarat campaign and evolve with seasonal winter content schedule to promote winter visitation</p>	<ul style="list-style-type: none"> <li>Activities - June, July, August</li> <li>Digital media</li> <li>Curated content for owned channels (stories)</li> <li>Made of Ballarat publication</li> </ul>
<p><b>School holiday visitation</b> Hero Sovereign Hill's Winter Wonderlights product into metro Melbourne and promote accompanying Ballarat Winter Festival product to encourage their visitors to stay longer and do more in Ballarat (yield)</p>	<ul style="list-style-type: none"> <li>Activities - June, July</li> <li>Pitching to metro media</li> <li>Hosting influencers &amp; journalists</li> <li>Content partnerships (TimeOut, Urban List)</li> <li>Leveraging spend across Visit Victoria assets</li> </ul>
<p><b>School holiday visitation (local community)</b> Promote the Ballarat Winter Festival to residents to encourage their attendance during school holidays as well as stimulate the VFR opportunity</p>	<ul style="list-style-type: none"> <li>Activities - June, July</li> <li>Paid social media</li> <li>Sovereign Hill partnership</li> <li>Print and radio</li> </ul>

\* Listings correct at the time of print and are subject to change.

<b>Queen's Birthday Weekend</b>	12 - 14 June
<b>School Holidays</b>	26 June - 11 July

June

July

August

## With winter 2021 upon us, the City of Ballarat is proud to share a winter 2021 Participation Guide with industry.

As part of our efforts to drive visitation this winter, the City of Ballarat will host Ballarat Winter Festival as one of our signature events alongside the ever-popular Sovereign Hill Winter Wonderlights launched in May 2021. At this point there is close to 50 significant events or activations taking place across the city and region over the winter months with more events in the process of being confirmed. Other fantastic highlights in the calendar include, Ballarat's largest basketball tournament in June, the Western Bulldogs will host Adelaide for AFL in July, Kryal Castle's

Knights of Fire, The Red Series will be in full swing on July 31, and the very beginning of Ballarat International Foto Biennale 2021 will kick off in late August.

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

- Gain your participation in Ballarat's winter events and activities;
- Highlight what is already confirmed and happening for winter 2021;
- Share our marketing activity, content and focus for winter 2021;
- Share what we are looking for from you, to build our winter 2021 offering;
- Inform you of the benefits on getting involved;
- How to be involved and share your product, event or activation with us.

We are inviting you to be part of winter 2021 to help drive visitation to Ballarat, but also into your business. We want to celebrate what makes Ballarat one of Victoria's leading winter destinations, in what is shaping to be one of our most important seasons yet for leading our recovery out of the last 12 months.

We are so excited to have you involved.

*Cr Daniel Moloney, Mayor  
City of Ballarat*

# At a glance

24,000 Website visitors per month

11,900 Consumer EDM Subscribers

87,700 Combined Social Community

700 Industry EDM Subscribers

50 Forecast number of winter events

### 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 re-connect 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

- Top 10 things to do in Ballarat when it's raining
- Make the most of your winter Wonderlights adventure in Ballarat
- Our favourite places to go for the perfect winter warming meal
- Your ultimate Ballarat winter wine trail
- Where to find Ballarat's best fireplaces
- The perfect cup of hot chocolate and where to find it
- Top five places to shop second-hand goods
- Top outdoor experiences in winter
- Live like a local in a heritage cottage for a weekend
- Everything we love about winter in Ballarat
- Your ultimate romantic winter escape in Ballarat
- A winter road trip you need to lock in, ASAP
- Your guide to the winter school holidays in Ballarat
- Wintery booze – the best of our local mulled wine, whisky, warm cider and gin
- Your guide to Ballarat's ultimate hearty winter breakfasts

### Made of Ballarat winter publication will feature:

- What's On in winter
- Feature curated by Michael Harden
- A winter adventure in Ballarat
- Ballarat International Foto Biennale Preview
- A taste of Ballarat
- Art Gallery feature
- Eat, drink and stay
- Industry paid advertising
- Ballarat Winter Festival

**Winter edition, 82,000 copies released early June. Any enquiries for Spring edition can be directed to [bencole@ballarat.vic.gov.au](mailto:bencole@ballarat.vic.gov.au)**



### What else are we looking for?

- **Other high-quality product or event experiences you have** – Create or let us know of an extraordinary experience that is fun, informative and engaging in your venue.
- **A one-off product or event** - Make a product or event a one-off experience designed especially for the winter period in Ballarat. i.e. Mulled wine, warm cider or gin experiences in your venue. Hearty winter Breakfast offerings.
- **School holiday activities** – Highlighted product specifically for the school holiday period to drive audiences to Ballarat during the Ballarat Winter Festival
- **Tell us a story** - Highlight diverse and interesting people, food and places that allow us to share unique stories to influencers, visiting journalists, Visit Victoria, etc
- **Special locations** – Is your product or event in a special winter location or less explored nook? I.e. A beautiful winter heritage cottage or restored B&B, a regional winery driven to by car, or a winter outdoor offering?
- **New ideas, products and flavours in your venues** - Incorporating new producers, talent and venues. i.e. winter hot chocolates, hearty winter breakfasts using local produce.
- **Collaboration** - Collaborate with industry friends and peers to create a truly one-off experience. i.e. Winter accommodation, hospitality and experience packages. Behind the scenes tours and food offers.
- **Mid week offers or experiences** - Pay 2 and stay 3 offers. Hospitality packages or hands-on workshops.
- **Drive/road trip options** – Drive experiences are receiving great cut-through.
- **Winter warmth experiences** – people are chasing for romantic warmth experiences in their own backyard. i.e. Venues with open fireplaces and fire pits.
- **High-quality images** - The higher the quality of pictures supplied, the better!
- **Content** - #visitballarat #madeofballarat #ballaratwinterfestival use the hashtags for coverage

### Your benefits

Products and events in the winter program will be included in a winter 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 - Each product or event will receive a dedicated page on the Visit Ballarat and Visit Victoria website by listing on ATDW.
- PR and media coverage - Media and editorial opportunities with a range of media partners and influencers.

### How to submit a winter 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 \(ATDW\)](http://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.

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

Here are some resources that might be helpful:

- [Short video guides](#)
- [How to create an ATDW listing](#)
- [How to renew an ATDW listing](#)

OR

We are here to help you create a great event!

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

### Key Dates

- Winter activity or events must fall in the winter dates of **1 June – 31 August 2021**.
- Ballarat Winter Festival dates are **26 June – 18 July 2021** and will be looking to promote events specifically held during this period.
- Winter Wonderlights **25 June - 18 July 2021**
- Let us know your winter activity, event or package by **4 June 2021** by [contacting us](#).
- Create your ATDW listing by **7 June 2021**

### Contact

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

