



Autumn 2022 in Ballarat

Visitor Economy Industry Participation Briefing

The City of Ballarat acknowledges the Traditional Owners of our land, the Wadawurrung and Dja Dja Wurrung People.

Within our council boundaries, the Wadawurrung People are the Traditional Owners south of the Great Dividing Range and, to the north, the Dja Dja Wurrung People are the Traditional Owners.

We recognise their continuing connection to the land and waterways. We pay our respects to their respective Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.

Recent accolades for Ballarat



Best regional destination



Heritage Festival – Gold
Made of Ballarat – Finalist



2022 Ballarat, Bendigo & The
Goldfields Chefs Hat
Restaurant Awards

- Underbar
- Mr Jones
- Ragazzone



Today we will cover

Ballarat's tourism audience segmentation research
by Quantum Market Research

Marketing plans for the season ahead

An overview of autumn events in Ballarat

The region's Industry Strengthening Program by
Ballarat Regional Tourism

How you can get involved



Ballarat's tourism audience segmentation research

by Quantum Market Research

Quantum
Market
Research

City of Ballarat Tourism Audience Segmentation

Presentation Version | February 2022



About the research



Understanding the target audience will be a guiding principle for tourism planning

Victorians who travel to Regional Victoria for leisure



1,000 x 15-minute surveys

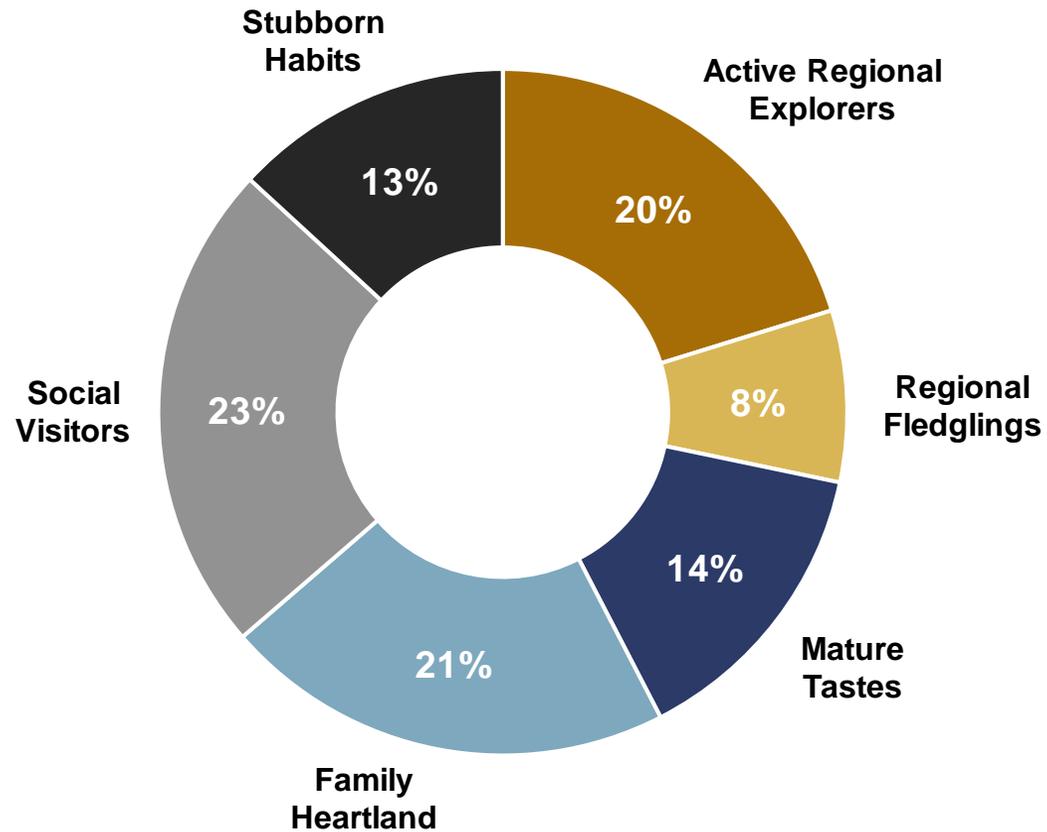


12 x in-depth interviews

Six types of potential visitor

Regional Victorian tourist segments for City of Ballarat

Size of segments (%)



Active Regional Explorers



Travelling in regional Victoria is a regular part of our life.



Who are they?

- Skew younger, often at family lifestage.
- Metro Melbourne suburbs.
- Educated, curious and enthusiastic.

What defines them?

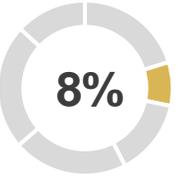
- Engaged across channels, travel extensively and widely, participate in a broad range of activities.
- Seek out enriching experiences; aspire to more than just 'relaxation'.
- Don't conform to one trip 'type', they arrange different itineraries to suit different needs.

VISITATION HABITS: Take weekend and extended trips, typically touring to cover more than one activity. Above average spend, prioritise recreation in their household budget. Can include VF/VR spend. Engage in one or more outdoor pursuits, often cycling, fishing, or getting into National Parks.

ENGAGED BY: Constant lookout via. all channels for what's new or different in regional Victoria. More likely to engage with art, culture and history. And to attend structured paid / ticketed attractions. Opportunities to broaden kids' horizons and re-connect away from screen.

IMPLICATION FOR BALLARAT: Stitch up a varied itinerary and address perceived lack of something new / intriguing / happening right now.

Regional Fledglings



We can find cool things to do by leaving the city and getting out there.



Who are they?

- Young singles and couples, may travel as groups of friends.
- Metro-based and urbanised tastes.
- Following emerging trends, not their parents' example.

What defines them?

- Explore through visitor-oriented producers, events / festivals, local operators, etc.
- Food and wine focus and have the budget to support it.
- Lighter-touch in the outdoors, may camp or bushwalk but it's principally a social endeavour.

VISITATION HABITS: Travel often, but typically on short weekend breaks or daytrips.

Emphasis on AirBNB-type accommodation.

Trips commonly based around a half-day hike / bushwalk.

ENGAGED BY: Social media, review sites, and official tourism / destination sites.

Modern dining, wineries, craft beer, music events / festivals, novelty and intrigue.

IMPLICATION FOR BALLARAT: Highly flexible, and engaged by online destination resources

Natural audience for Made of Ballarat, but not dependably high taste-level when it comes to art and culture.

Other segments to consider

Mature Tastes



Family Heartland



Social Visitors



Stubborn Habits



Promoting Ballarat as a destination

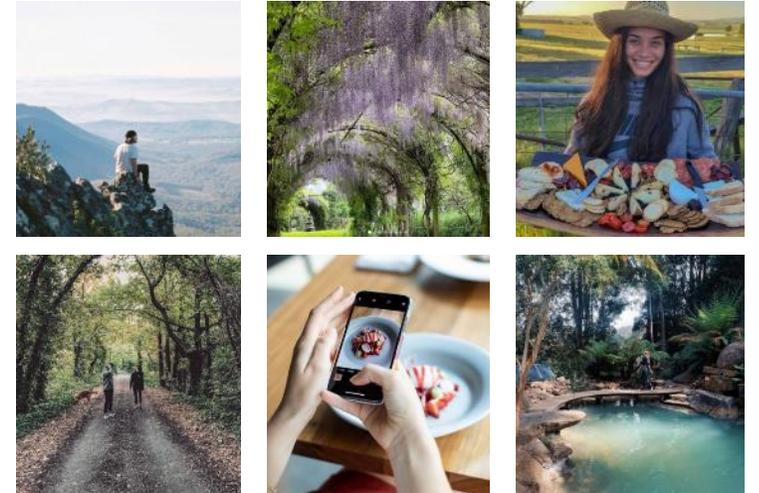
Planning often spirals outward from a ‘hero image’

Regional Fledglings are highly engaged social media users. For this group, Instagram is a common trigger of initial visitation intention.

Sharing of images or links to simple sites / descriptions (e.g. of a hike, exhibition, or restaurant) is often the start-point for planning.

“I post a hike or campspot and maybe someone will say they’re in. I post something with wine, cheese, bench seats and a nice view, and there’s interest straight away!”

Regional Fledgling



Ballarat needs to generate shareable, picturesque moments which act as triggers to look more closely at what the city has to offer.

Audiences continuously engage in search



Audiences are 'always on' to word of mouth, which may come peer-to-peer or via another channel which captures their attention.



Broadsheet, Time Out, Weekend Notes, One Hour Out, Urbanlist, etc. are all prolific.

Note: Recalling what they've seen in the past, audiences judge that Ballarat is absent from these inspirational online spaces (or at least drowned out).

Like any hobby or interest, the information seeking is not purely functional.

This audience tend to find review sites (TripAdvisor) bland / negative, and limit use to answering questions in-region (e.g. which café is well rated).

The most effective official information sources are those which facilitate browsing / creativity and mimic this recipe for success.

In general, travel commitments are made on short turnaround with parts of the trip left unplanned

“We’ve booked a house in Mornington Peninsula over Christmas... We know it’s got beaches, cafes, activities for the kids etc. without planning exactly what we’ll do. We’ll get up each day, feel out the weather and what each other wants to do. The only thing we pre-booked is a winery lunch.”

Active Regional Explorer

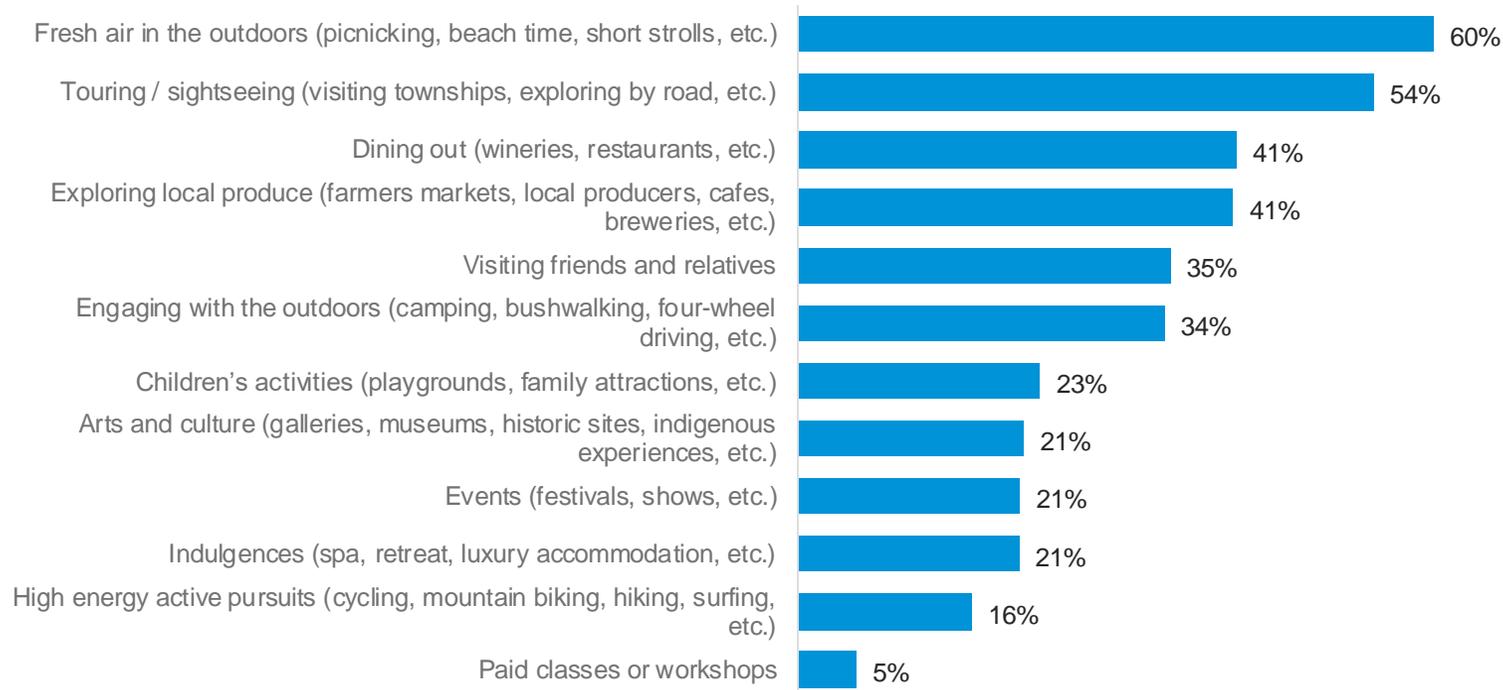
Implications of this ‘flexible’ style of travel planning:

- Destinations are committed to on the promise / assurance that they have the assets to satisfy needs from a trip – audiences need to have this implicit belief in advance.
- Itineraries, signed trails, choice-edits, etc. all resonate with this audience (i.e. as a vehicle to convey opportunity).

Time in the outdoors is central to the majority of trip planning

What's important when choosing where to go (% VERY important)

Base: All respondents (n=1,067)



The vast majority of visitors rate spending time in the outdoors as important. This is especially true of those who are metro-based and seeking a getaway.

Ballarat may be an urbanised, city destination, but it is a major limiter if it does not also satisfy the need to spend time in natural surrounds.

Q12. When you choose where to go within regional Victoria, how important are each of the following?

Put bluntly, Ballarat is perceived to be ‘a big, characterless, regional town’

Within their broad consideration set, it's common for Active Regional Explorers and Regional Fledglings to classify Ballarat as ‘a potential option’ (not ruling anything out), but not a priority and not favourable compared to other opportunities.

Asked to clarify ‘why?’, contrast emerges. Whereas other areas have an established identity, e.g. for their natural assets, wine / food assets, etc., Ballarat has limited / uninspiring associations.

Without prompt, these segments will not pin down a compelling reason to commit to a visit to Ballarat.

“It’s a big town and the whole point is I want to get out of town... If I said to my friends “hey let’s do a weekend in Ballarat”, they’d be like “why!?!”!”

Regional Fledgling

There are two gaps limiting conversion to visitation

Ballarat doesn't feel like a getaway.

"To me, it's just a regional city. When we go to Mornington Peninsula, even if its just overnight, you feel like you're on holiday. You don't get that in Ballarat – it feels like a place people live, rather than a holiday destination. Maybe even an extension of Melbourne."

Active Regional Explorer

Ballarat doesn't have any surprises in store.

"I don't know what I'd do there. What IS there to do? When I think of Ballarat, I think of old buildings... and not much else. Maybe its got some quirky cafes, but you can get that in almost any regional town. I guess don't think of it as a 'place with stuff to do?'"

Regional Fledgling

Heritage and contemporary arts are a vehicle to communicate 'culture'

In their own right, contemporary arts activations are attractive to around one in five overall (although more consistently attractive to Active Regional Explorers).

Thus it is limiting to present them as an independent reason to visit.

Implications:

- Heritage and contemporary arts can be the emotional bedrock which underpin the value of other assets. Perceptions of sightseeing, markets, producers, cafés, etc. are all elevated by this positioning.
- Expression of these assets is a vehicle to address barriers by communicating diversity, vibrancy, character, freshness, intrigue and that 'things are going on', different from Melbourne. In other words, it directly challenges misconceptions that Ballarat lacks character.
- Pitching to the mainstream, culture should be accessible and communicate the emotion (e.g. you'll feel inspired) rather than static appreciation.

Active Regional Explorers, and some more mature Regional Fledglings, express great intrigue about local producers

That Ballarat boasts established wineries, breweries, distilleries, producers, etc. is intuitively credible to potential audiences.

These offerings are felt to sit comfortably alongside, and add value to Ballarat's broader heritage, arts and culture proposition.

Active Regional Explorer families in particular lament that other areas, well known for their offering in this space (Mornington Peninsula, Yarra Valley, Daylesford & Surrounds, etc.), have become busy and over-commercialised.

Such elevated fare does not suit every occasion. A down-to-earth, authentic Regional Victorian experience is harder to come-by within short driving distance of Melbourne.



Recommendations to increase primary target audience visitation

1

Promote shareable, picturesque moments which convey a getaway

2

Promise breadth of opportunity

3

Pitch Ballarat's heritage, contemporary art, etc. as an emotional bedrock, not just as assets in their own right

4

Promote Ballarat's established scene of authentic and down-to-earth producers

Quantum Market Research

Level 3, 650 Chapel Street,
South Yarra, VIC 3141, Australia

research@qmr.com.au



Marketing Ballarat this season

Kicking off 2022 with a bang



JANUARY EDITION OF COUNTRY STYLE

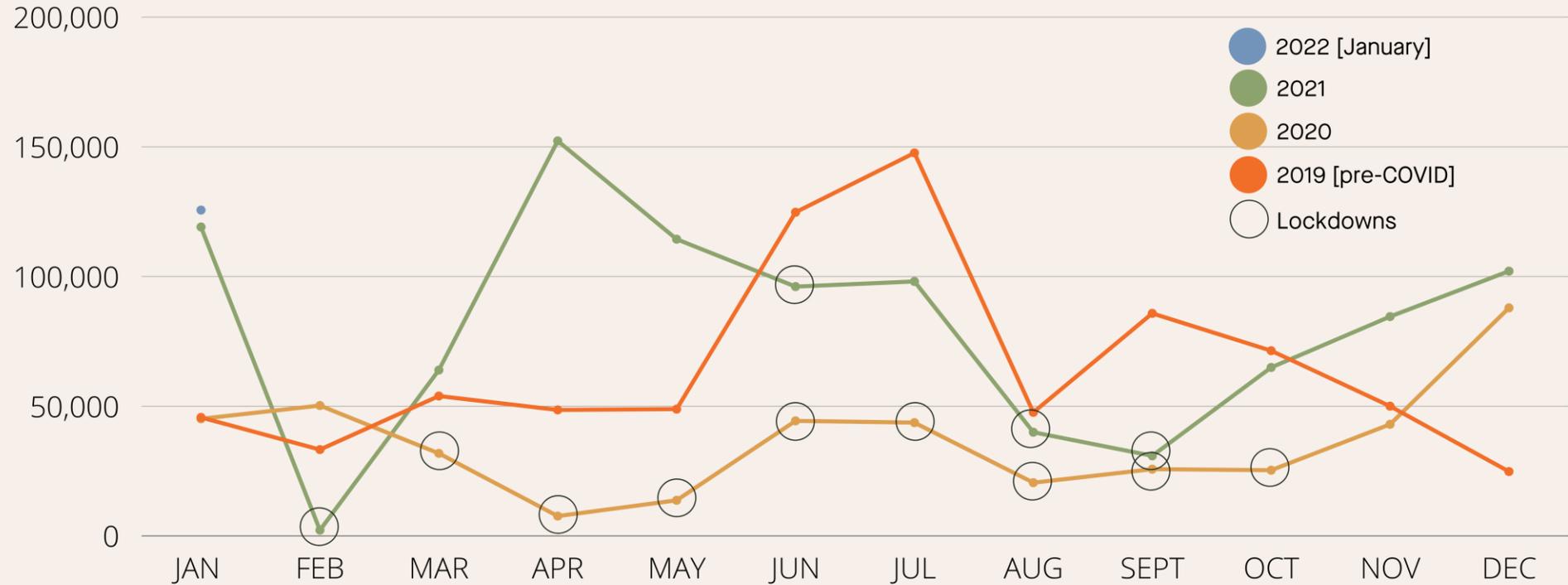
SEVENT-PAGE FEATURE

21 OPERATORS FEATURED

FULL PAGE ADVERTISEMENTS IN JANUARY & FEBRUARY EDITIONS

400,000 LOYAL READERSHIP

What do the numbers say?



Best performing posts in 2021



@jake.bolton.photo



@melbourniloveyou



@gracbriarphoto



@medadesignau

Looking forward

**WE
ARE
BALLARAT**

**MADE
OF:
BALLARAT**

What do we already know?

The visiting friends and visiting relatives tourism segment is a significant, and yet under researched, part of the visitor economy.

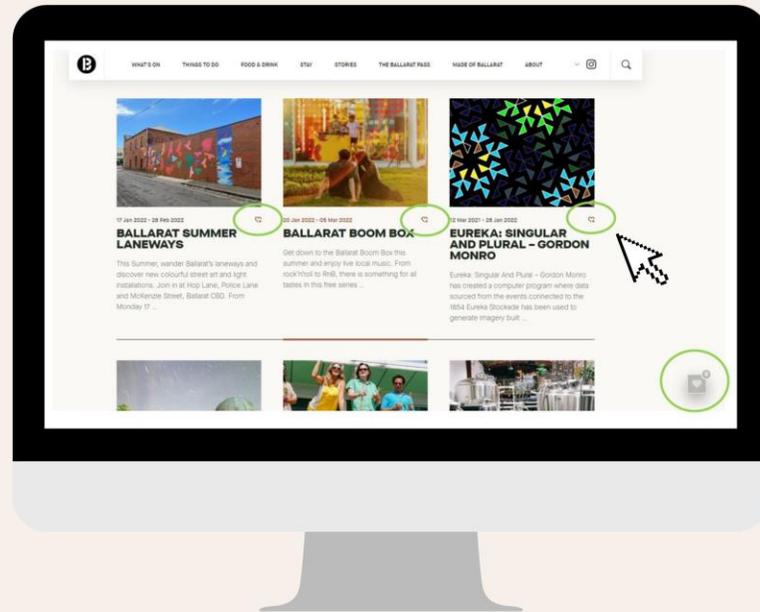
In Ballarat, they account for 40-45 per cent of total visitation for the last five years.

Introducing...

The breadth and colour of our unique offerings provides visitors every opportunity to feel rewarded by spending time in Ballarat – presenting the fitting backdrop to rekindle friendships and reconnect with family.



Our new 'favourites' functionality



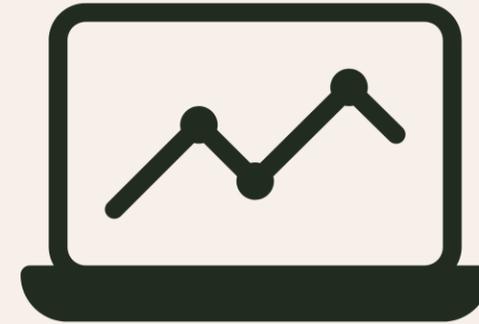
Planning for autumn



TOURISM AUDIENCE
RESEARCH INSIGHTS &
RECOMMENDATIONS



CAMPAIGN
TRACKING



PAST CAMPAIGN
PERFORMANCE

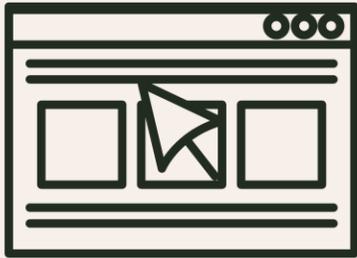
Revel in...

We will show off the best of Ballarat by highlighting tactile, multisensory experiences that evoke feelings of delight, curiosity, revelry and discovery.

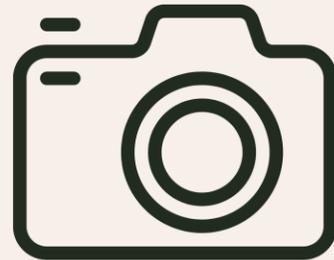


*Creative concepts only

What can you do?



CREATE AN ATDW
LISTING



SHARE IMAGES
FROM THE
CONTENT HUB



USE THE NEW
'FAVOURITES'
FUNCTIONALITY



USE #BALLARAT
#VISITBALLARAT &
#WEAREBALLARAT

Questions?

Take a moment to write down any questions for the Marketing Team





Events in Ballarat this autumn

Summer on reflection

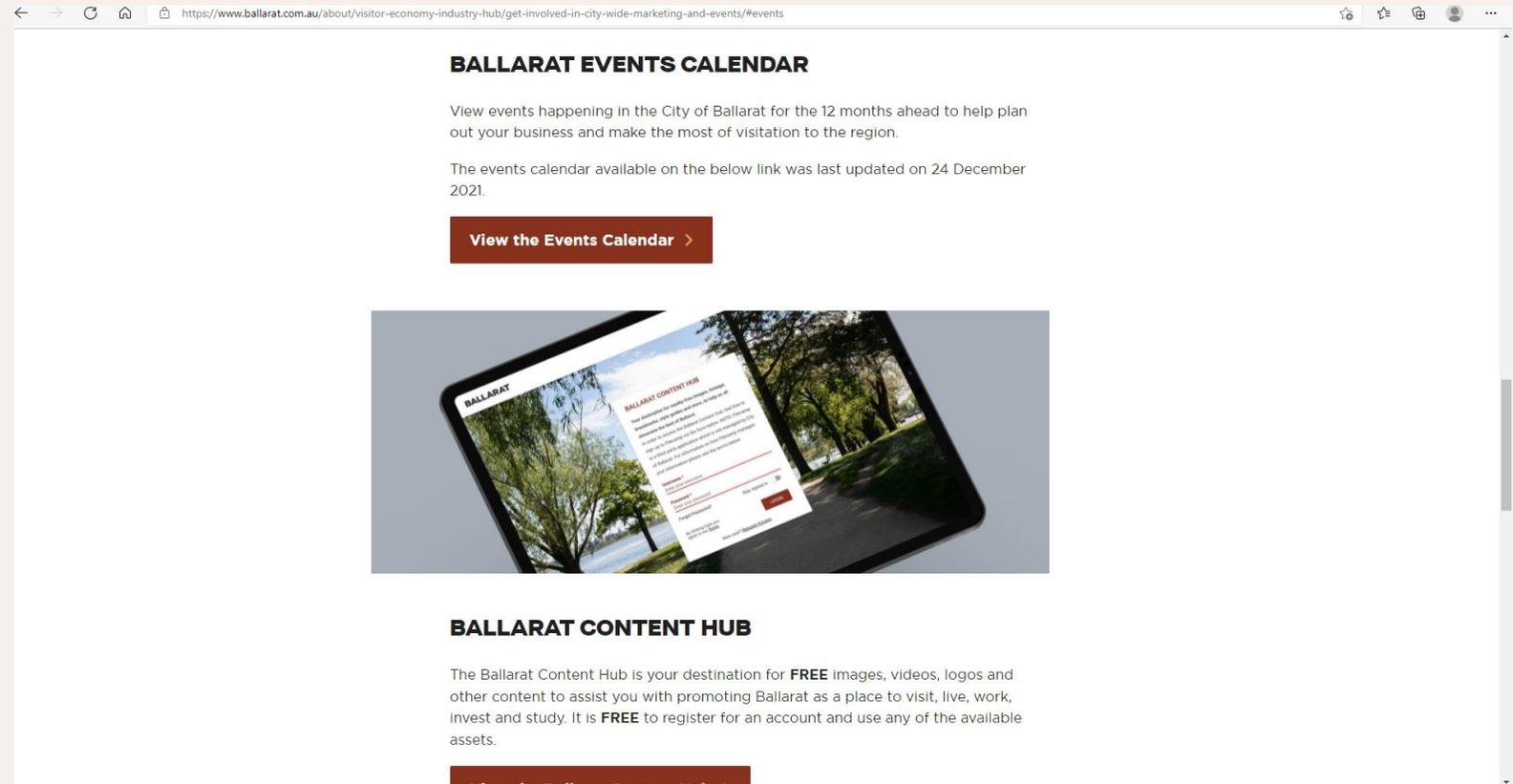


Autumn event snapshot

MARCH	DAYS	APRIL (EASTER & SCHOOL HOLIDAYS)	DAYS	MAY	DAYS
Rowing Victoria State Championship Regatta	2	U18 Men's and Women's Basketball Australian Championships	8	The Dirty Pig & Whistle – Gravel Ride	2
Ballarat Begonia Festival	10	AFL Western Bulldogs v Adelaide Crows	1	Ballarat Heritage Festival	10
U16/U18 Basketball Vic Country Championships	2	U12 Basketball Victoria Country Championships	3	AFL Western Bulldogs v Gold Coast Suns	1
Red Hot Summer Tour	1	Pyrenees Unearthed Food and Wine Festival	1	Art Gallery of Ballarat - Light + Shade: Max Meldrum	86
National Polocrosse Championships	9	Art Gallery of Ballarat – Beating around the bush	106	Ballarat Farmers Market	1
A League: Western United v Newcastle Jets	1	Great Outdoors Expo	3	Bridge Mall Farmers Market	1

Where do I find the right events calendar for me?

- For planning purposes go to [ballarat.com.au](https://www.ballarat.com.au) – Visitor Economy page
- For guest and visitor experiences go to visitballarat.com.au



The screenshot shows a web browser window with the URL <https://www.ballarat.com.au/about/visitor-economy-industry-hub/get-involved-in-city-wide-marketing-and-events/#events>. The page content includes:

BALLARAT EVENTS CALENDAR

View events happening in the City of Ballarat for the 12 months ahead to help plan out your business and make the most of visitation to the region.

The events calendar available on the below link was last updated on 24 December 2021.

[View the Events Calendar >](#)



The image shows a tablet displaying the Ballarat Content Hub website. The screen shows a header with 'BALLARAT' and 'BALLARAT CONTENT HUB'. Below the header, there is a list of content items with titles, descriptions, and dates. The background of the tablet shows a scenic view of a park with trees and a path.

BALLARAT CONTENT HUB

The Ballarat Content Hub is your destination for **FREE** images, videos, logos and other content to assist you with promoting Ballarat as a place to visit, live, work, invest and study. It is **FREE** to register for an account and use any of the available assets.

[View the Ballarat Content Hub >](#)

Ballarat Begonia Festival 11-20 March

- Celebrating 70 years
- 10 – day event
- Highlights
 - Begonia display and sales
 - 3-day long weekend event
 - Begonia parade
 - CBD laneway activations
 - Industry events & offerings
 - Supporting events



Ballarat Heritage Festival 20-29 May

- 10-day event
- Highlights:
 - Craft Lab
 - Contemporary food experience
 - Fashion
 - Cars
 - Talks and tours
 - Steam Train
 - Tweed Ride
 - Beard & Stache Competition



Questions?

Take a moment to write down any questions for the Events Team





The region's Industry Strengthening Program

by Ballarat Regional Tourism

Visitor Economy Recovery and Reform Plan

Key themes

Supply

Facilitate the development of visitor economy experiences, products and infrastructure

Products and Infrastructure

Invest in and develop experiences that attract more visitors, who spend more during their stay

Industry strengthening

Rebuild and strengthen the industry and workforce to support high-quality visitor experiences and build resilience to future shocks

Demand

Attract international, interstate and intrastate visitors to Melbourne and regional Victoria

Destination marketing

Rebuild demand through effective collaborative marketing, so Victoria becomes the top choice for tourists as the industry recovers

Events

Revive Victoria's calendar of world-class events, to drive demand by strengthening our position as a global events destination

Enablers

Strategic collaboration and planning

Strategic collaboration and coordination across community and industry, and local, state and Commonwealth governments

Data and insights

Use data and insights to drive robust decision-making

Visitor Economy Industry Strengthening

- Ballarat Regional Tourism has received State Government Funding to deliver an Industry Strengthening program for the tourism industry; including hospitality, accommodation, attractions and all the businesses that add to the visitor experience in our region.
- The funding is help to rebuild and strengthen the industry and workforce to support high quality visitor experiences and build resilience to future shocks.
- Industry Strengthening Program to address key areas of need, including:
 - Development of new tourism product
 - Staff training to enhance the customer experience
 - Digital capability training
 - Human Resources support and advice
- Program to be delivered throughout 2022, and will be open to businesses across Ballarat, Pyrenees and Moorabool Shires.
- Stay tuned for more information on the programs and how to register.



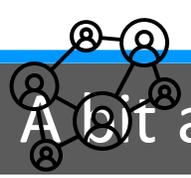
Visitor Economy Business Growth Program

Get READY, Get SET, GROW!

Get READY - Get SET – GROW!

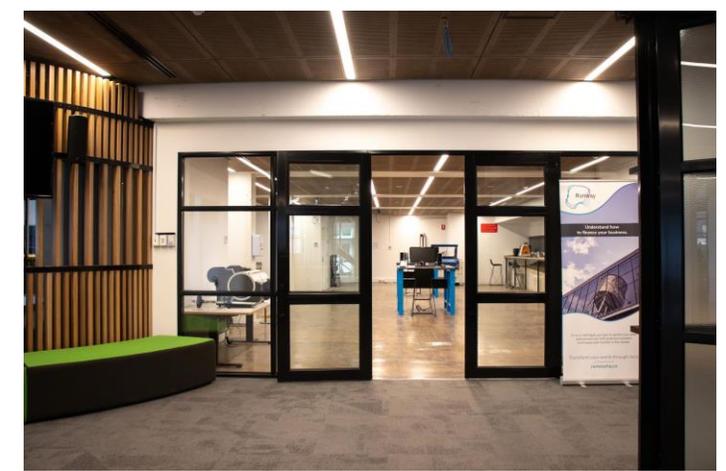
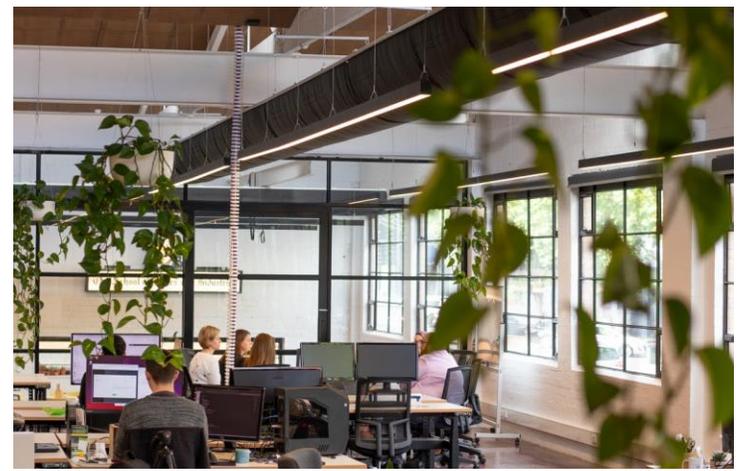
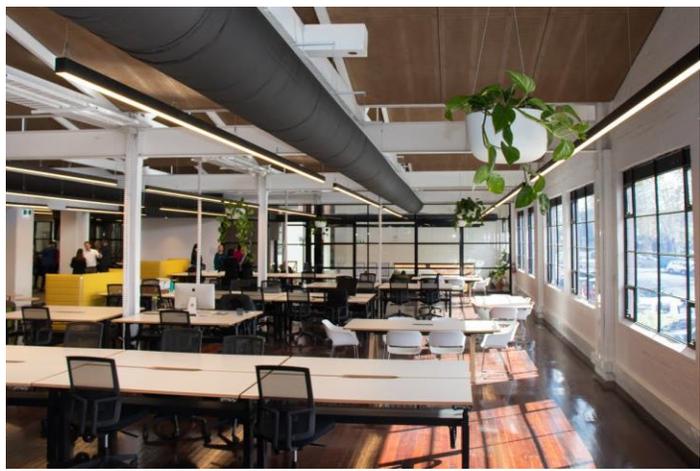
Supporting businesses in Ballarat to adapt and thrive
in the Visitor Economy





A Bit about Runway...

Runway is a not-for-profit that builds the capability of people to be successful - **starting, pivoting and growing** their businesses.



How can we help you?



Start a business

Learn and apply techniques used by successful startups all over the world to develop and launch a new business.

[Explore >](#)



Grow or pivot your business

Find new growth opportunities, activate growth plans and reduce your investment risk at the same time.

[Explore >](#)



Build a community, work and connect

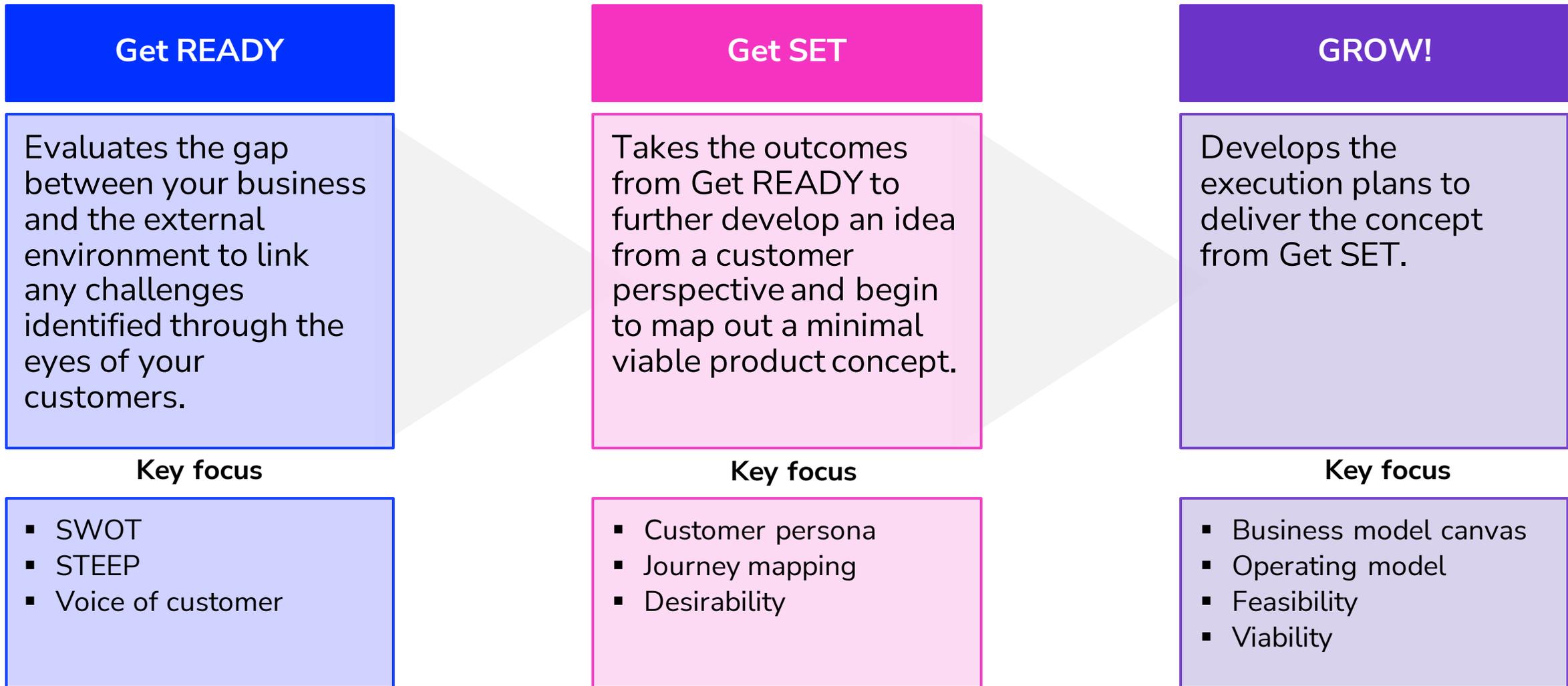
Access an entire ecosystem connecting you with valuable resources and the right people at the right time to catalyse your success.

[Explore >](#)

People
Programs
Spaces



Runway's Get READY, Get SET and GROW! program series



Get READY...

Up to 10 places
available in Get
READY

Get SET...

Up to 10 places
available in Get
SET

GROW!

Up to 6 places
available in GROW!





Program Details

Get READY

What?

- Accepting up to 10 participants in Get READY

How?

- Each course is delivered via LIVE zoom sessions over a two-week period
- 5 x 2 hour sessions
- Each course includes online content
- Estimated effort per course is 10 hours of LIVE zoom sessions and 5 hours of pre/post homework

Value?

- Heavily subsidized – You pay only \$275 including GST
- Program is valued at \$1,650 per person

Get SET

What?

- Accepting up to 10 participants Get SET

How?

- Each course is delivered via LIVE zoom sessions over a one-week period
- 3 x 2 hour sessions
- Each course includes online content
- Estimated effort per course is 6 hours of LIVE zoom sessions and 3 hours of pre/post homework

Value?

- Heavily subsidized – You pay only \$220 including GST
- Program is valued at \$1,100 per person

GROW!

What?

- Accepting up to 6 participants GROW!

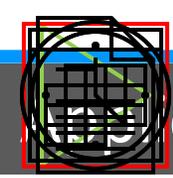
How?

- Each course is delivered via LIVE zoom sessions over 8 weeks
- 8 x 1 hour session PLUS
- 8 x 1 hour one-on-one coaching session
- Each course includes online content
- Estimated effort per course is 16 hours of LIVE zoom sessions + 8 hours pre/post homework

Value?

- Heavily subsidized – You pay only \$330 including GST
- Program is valued at \$5,500 per person





Applications are now open!

Now
Open

Closing
April 10

Get READY

May 2, 4, 6, 10 and 12

10am to 12pm
(via Zoom)

GROW!

July 13, 20 and 27
August 3, 10, 17, 25 and 31
September 7

Get SET

May 23, 25, 27

10am to 12pm
(via Zoom)

www.ballarat.vic.gov.au

5320 5500

economicdevelopment@Ballarat.vic.gov.au





Questions?

Facebook @Runwayecosystem

Instagram runway_hq

Linkedin RunwayHQ

Twitter @RunwayHQ_Co

economicdevelopment@Ballarat.vic.gov.au

www.runwayhq.co

Questions?

Take a moment to write down any questions for Sarah, David and the team



WORK

VISITOR ECONOMY INDUSTRY HUB



How can you get involved?

Autumn Industry Participation Guide



Visitor Economy Industry Hub

ballarat.com.au/about/visitor-economy-industry-hub/

BALLARAT Work Study Live Invest Visit About We Are Content Hub

WORK
**VISITOR ECONOMY
INDUSTRY HUB**

Welcome to our Visitor Economy Industry Hub, where you can find updates and information to support your business's success in Ballarat. Below you will find a range of tools and links to get involved in different ways and stay informed.

Join the conversation

Your Australian Tourism Data Warehouse Listing

How can we help?

Assist you with making the most out of your ATDW listing

Connect you with training and upskilling opportunities

Share insight into strategic alignment to the region's development goals

Provide data and insights into local tourism performance and tourism trends

Promote your business in the Ballarat Information Centre

Give guidance on product or experience development ideation

Connect you with event organisers or other likeminded business operators

Flesh out business challenges and possible solutions

Help you to find the right funding or provide letters of support for grant applications

Book a one-on-one session with one of our team to find out more. Contact us on visitoreconomy@ballarat.vic.gov.au

Questions?

Take a moment to write down any questions for the Visitor Economy Team



Winter 2022 Briefing

10 May 2022

