



JOIN THE PROGRAM
29 JUNE - 21 JULY 2024



ABOUT THE BALLARAT WINTER FESTIVAL

WHAT:

The Ballarat Winter Festival is a celebration of Ballarat’s signature season. Delivered throughout the Victorian and South Australian school holidays, the City of Ballarat, in collaboration with local industry deliver and curate a portfolio of events, activities and offerings.

WHY:

The festival aims to support our major local tourism attractions in becoming winter school holiday venues of choice for Victoria and interstate visitors. Through activation of the CBD, Ballarat Winter Festival aims to enhance Ballarat’s vibrancy and encourage people to visit, stay and spend in local retail and hospitality businesses.

WHO:

The Ballarat Winter Festival is targeted towards a family audience. These visitors are defined as working parents looking to ‘catch a break’ through child orientated fun. Often adventurous in nature and attracted to locations with ‘lots to do’ this target market is seeking unique regional experiences. In addition to this audience, the local community and visiting friends and relatives play a major role in enticing visitors to Ballarat throughout this period.

OPEN CALL OUT

This is an open call-out to businesses, individuals, and community groups in Ballarat to be included in the 2024 festival:

Ballarat Winter Festival program, in particular:	Events, experiences, and products that have been well received in past:
<ul style="list-style-type: none"> • Profile an existing product/experience/event • Develop an experience • Create an event • Promote an offer 	<ul style="list-style-type: none"> • Dining Experiences • Arts & Crafts • Workshops • Products • Live Music and Shows

HOW TO GET INVOLVED

1. Upload your event/experience to the Australian Tourism Data Warehouse - <https://www.atdw.com.au/>

Events MUST upload their event/experience to ATDW by Sunday 21st May 2024

Please note: if your event is not uploaded to ATDW it will not feature on the Ballarat Winter Festival website.

Information on your ATDW listing is managed by yourself/business, if listings changes are required you can make these at your own desire.

2. Notify the City of Ballarat Events Team of your Listing

Email events@ballarat.vic.gov.au to ensure your listing is visible.

3. Online Launch

The Ballarat Winter Festival full program will launch in early June 2024

For further enquiries regarding this process, you are invited to contact the City of Ballarat Events Team

PARTNERING BENEFITS

The Ballarat Winter Festival will amplify local businesses, organisations and community groups through a tailored marketing campaign and dedicated website. Inclusion in the Ballarat Winter Festival program will include the following benefits:

- Event inclusion on the Ballarat Winter Festival website via your ATDW listing.
- Access to local, intrastate and interstate audiences through the Winter Festival
- Platform to launch a new product or experience.
- Broadcast your brand to a wider audience.
- Where appropriate, inclusion on the Ballarat Winter Festival, Visit Ballarat and City of Ballarat social media channels and e-newsletters.
- Where appropriate, access to campaign marketing materials.

2023 FESTIVAL SNAPSHOT CASE STUDY – ICE RINK

The below data shows a snapshot into the impact of the Ballarat Winter Festival Ice Rink in 2023.

- Economic Impact - \$1,396,568
- Average nights stayed –2.08
- Total attendance – 18,416
- Visitors (outside of Ballarat) – 12,197
- Visitors (locals) – 6,219

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