



## EXPRESSION OF INTEREST – COMMUNITY PARTICIPATION (NON-FUNDED)

### Ballarat Heritage Festival 2026

#### Overview

The City of Ballarat invites **community groups, local organisations, businesses, and creatives** to express their interest in being part of the **2026 Ballarat Heritage Festival**.

The festival celebrates the people, places, and stories that make Ballarat unique. The 2026 theme, **Hidden Histories**, invites participants to uncover and share lesser-known stories, traditions, and perspectives that have shaped our city.

This **non-funded EOI** is ideal for participants who would like to host an activity or event that adds to the atmosphere of the festival. Activities may connect to the festival theme (Hidden Histories), though this is not essential.

While this opportunity **does not include financial assistance**, successful submissions will be **included as part of the online festival program** and may receive coordination support from the City of Ballarat Events Team.

#### Participation Examples

Activities could include:

- Open days, tours or demonstrations that share a story, craft, or skill.
- Displays or exhibitions celebrating Ballarat's heritage, community, or creativity.
- Talks, workshops, or performances that engage visitors or locals.
- Food & beverage experiences or themed offerings connected to Ballarat's story.

#### Eligibility

To be considered, activities should:

- Be open and accessible to the public

- Have a clear link to Ballarat's community or history
- Be safe, feasible, and deliverable during the festival period.

### Support and Promotion

Participants will:

Have their event or activity listed on the Ballarat Heritage website via ATDW (ATDW listings are the responsibility of the applicant) and receive general support and coordination advice from the City of Ballarat Events Team.

Participants will be responsible for their own event delivery, staffing and costs.

Please note that inclusion in printed marketing or major promotions will be reserved for curated and funded programs

### Next Steps

Submit your application via the online [application form](#) by **04 January 2026**

Submissions will be reviewed by the City of Ballarat Events Team.

While there is no funding associated with this stream, selected activities will be included on the official festival website (via ATDW listings) and may be highlighted in promotional opportunities where appropriate.

### Assessment Criteria

The criteria below will be used to review all non-funded submissions and determine suitability for inclusion in the festival program. They help ensure activities are a good fit, feasible to deliver, and contribute positively to the overall visitor experience.

- Clear relevance to Ballarat's heritage
- Potential to offer an engaging audience experience
- Feasible to deliver during festival dates
- Add value or variety to the overall program

Click [here](#) to start your application

For further enquiries regarding this process, you are invited to contact:

City of Ballarat–Events Unit  
P: 5320 5500  
E: [events@ballarat.vic.gov.au](mailto:events@ballarat.vic.gov.au)

