

BALLARAT WINTER FESTIVAL

Your opportunity to be involved for 2026 is here!

The Ballarat Winter Festival is back again, from 27 June- 19 July.

The festival features multiple winter-themed activations and events that are affordable and convenient for the community. With a strong focus on local families, the festival offers a range of engaging activities within Ballarat's CBD. These activities bring people together and showcase Ballarat as a vibrant winter destination.

As part of the festival, Ballarat venues are encouraged to be part of the Ballarat Winter Festival by hosting a winter-themed special event, creating themed menu items or offering an experience. Businesses are also invited to get involved and leverage this opportunity by participating in the ice rink discount program and/ or Ballarat's Hot Choc Showdown.

These opportunities are provided by the City of Ballarat, and administrated by Commerce Ballarat. For idea, inspiration or questions, please reach out to the Commerce Ballarat team: info@commerceballarat.com.au or 5333 3233



Themed Activations

Time to get creative!

Bring the Winter Festival into your venue with a special themed event, activation or special.

Whether it's an ice rink themed dessert, a winter feast with live entertainment or a transformation of your beer garden into a winter wonderland, we'd love to see your venue get involved.

How to Participate

Register your idea [HERE](#).

Once you register your idea, we will be in touch to discuss how it aligns with and can leverage the Winter Festival program/audience.

Once acceptance of your application is finalised, and your venue will be provided with digital marketing material prior to the commencement of the Ballarat Winter Festival.

Key Dates

- Registrations Open 26 March
- Registrations Close 25 May
- Confirmation of Registrations 1 June
- Distribution of Marketing Materials 1 June- 12 June
- Ballarat Winter Festival June 27- July 19

Program Benefits

- Leverage opportunities from the City of Ballarat's marketing campaign: the marketing for the Ballarat Winter Festival across the region and Melbourne targets young families. Your inclusion in the program lists you on the Ballarat Winter Festival website, which is the source of information pointed to in the marketing. More customers through the door, without having to spend marketing dollars.
- Stand out from other venues: by offering something unique and exciting, you can position your venue as a venue of choice for visitors and locals looking to enhance their Winter Festival experience.



Questions?

Get in touch with the team at Commerce Ballarat (who are administering this program on behalf of the City of Ballarat).