

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, encourage visitation to your business by participating in the ice skating rink discount program. The program is open to all hospitality and tourism businesses within the City of Ballarat.

Businesses are also invited to get involved and leverage this opportunity by participating in Ballarat's Hot Choc Showdown, and / or creating their own activations.

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



Ice Skating Rink Discount Program

During the Ballarat Winter Festival, encourage visitation to your business by participating in the ice skating rink discount program. The program is open to all hospitality and tourism businesses within the City of Ballarat.

How It Works

City of Ballarat provides your venue with printed cards with discount codes, which are available to patrons who spend \$25 or more in your business. This entitles them to 15% off ice rink tickets, booked either online or in person at the rink. Patrons should retain their receipt or physical card for online bookings to present at the rink.

How to Participate

Register to participate [HERE](#).

Your registration will be confirmed, and your venue will be provided with the printed discount codes and marketing materials 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, Staff Instructions and Printed Cards 1 June- 12 June
- Ballarat Winter Festival (cards to be distributed within these dates) 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 discount 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.
- Encourage higher spend: The \$25 threshold encourages an extra coffee or a treat to go.



Questions?

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