



Ballarat

Acknowledgement of Country

**Across Victoria's Midwest, we acknowledge
that we travel across the ancient landscapes
of many First Peoples communities.**

These lands have been nurtured and cared for over
tens of thousands of years and we respect the work of
Traditional Custodians for their ongoing care and protection.

We recognise the past injustices against Aboriginal
and Torres Strait Islander peoples in this country. As our
knowledge grows, we hope that we can learn from their
resilience and creativity that has guided them for over
60,000 years.

As we invite people to visit and explore Victoria's Midwest,
we ask that alongside us, you also grow to respect the
stories, living culture and connection to Country of the
Ancestors and Elders of our First Peoples.





Contents

The experiences we create and the messages we send have the potential to change perceptions about our region and attract new visitors. That’s why it’s important we have a shared understanding of Ballarat’s place brand.

This toolkit is designed to help you amplify Ballarat’s message and to give you the tools you need to create something new that ties into our brand story.

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Introduction

Ballarat's new place brand positively reframes how the region is perceived by locals and visitors alike.

Ballarat's story is constantly evolving, yet the perception of the region is stuck with tropes of old, gold and cold.

Our challenge is to reveal Ballarat and its surrounds as a desirable, distinct and multifaceted destination – the true Ballarat. We want to positively reframe how the region is perceived by locals and visitors alike.

As a region and a destination, we are undertaking an effort to define and imprint our place brand both outwardly and inwardly. We seek to create a more integrated brand for the city, the region, our people and local businesses to unite behind. Ballarat's place brand will be a true and believable expression of all that makes us who we are – a clear and compelling articulation of our identity, our values and why people should choose our region over other destinations.

We will achieve this by showcasing Ballarat in a bold new light, embracing the many wonderful contradictions of our region and by revealing fresh angles, alternative perspectives, distinct stories and unique experiences.

The Ballarat place brand is designed to inspire, motivate and challenge all people – not just visitors – to see the region with fresh eyes. To see us for who we are – a diverse and proud community of people living and working in a vibrant regional city; one that's elevated by our history, world-class creative culture and accessible nature. It's true to say that when you open your mind up to Ballarat, it will open up unexpected moments and uplifting experiences to you.

Our new Ballarat place brand will inform our visual and in-market brand, act as a guide for our destination marketing efforts and communications, and help our region stand apart with its own distinct voice, personality and story.

Our new place brand is not passive; we invite all people, local businesses and organisations to be involved in bringing brand Ballarat to life, adding a little bit of their story to ours. Together, we can all write the next chapter of our rich and vibrant story and to nurture Ballarat's reputation as a diverse, inclusive and progressive regional city

Brand framework

Challenge	Overcome the old, gold, cold tropes and reinvent how the region is perceived by locals and visitors alike.	Values	Create our future.	Make things happen.
			Get comfortable with who we are.	Give everyone freedom to be.
Essence	A place of wonderful contrast and contradiction	Personality	Charming.	Spirited.
			Self-assured.	Individualistic.
Purpose	Be known as much for our contemporary and creative culture as for our history and heritage.	Place brand proposition	Here the past, present, tradition, and creativity collide; creating a distinct cultural offering and offbeat charm that beguile and entertain people.	
Vision	A more self-assured Ballarat region – a more compelling place brand that embraces its holistic culture.	Place brand pillars	First Peoples.	People and place.
			Signature experiences.	Creative energy.
Promise	Ballarat’s myriad moments will combine to leave you surprised, uplifted and inspired to return.	Positioning	Brilliantly Unexpected	
			Time-made and ever-changing; Ballarat is a ‘Brilliantly Unexpected’ blend of culture, history and creativity. A place where the more you put in, the more you get out.	

Our essence

A place of glorious contrast and contradiction

Ballarat is an expected and harmonious blend of everything and anything. Historic, fresh, expressive, quirky, diverse and more. It's these traits that make the region special. And somehow they all come together to work beautifully.

Our essence is basically the DNA of the whole brand. Think of it as both the 30-second elevator pitch to visitors, and the most compelling insight about the region.





Our purpose

To be known as much for our contemporary and creative culture as for our gold rush history

There are stories here – of adventure and adversity, innovation and discovery, resilience and transformation. As a place brand, our purpose is to enhance the appeal and allure of the region; celebrating, commemorating, and showcasing the thousands of stories that bind the region and its people together. Stories of past and present, as well as tales yet to come.

Our purpose is the reason our place brand exists. Fundamentally our purpose statement underpins everything we do and why we do it. Think of it as the north star to help guide and inform our operation and any of our activity.

Our vision

A more self-assured Ballarat region – a more compelling place brand that embraces its holistic culture

Our region is influenced and shaped by our past, but not defined by it. Our vision is more self-assured and prosperous Ballarat – one that envisions a robust visitor economy, enhancing not only the quality of life for its residents but adding value and esteem to the entire region.

We aim to facilitate a future where our proposition is underpinned by a truly holistic cultural offering that integrates our creativity, culture, community, First Peoples, and our respective histories.

Our vision is our ambition for the future. It's what success looks like; it's what we hope to achieve.





Our promise

Ballarat's myriad and contrasting moments leave you uplifted and inspired to return

Ballarat is a time-made and culturally eclectic destination; where historical significance and modern energy meet; where spirit and individuality combine; and where diversity and regionality coalesce.

Our region's creativity, inclusivity, and adaptability underpin our brand promise: every time you step into Ballarat, you'll encounter a vibrant, welcoming, and ever-changing city that will challenge your preconceptions, leaving you surprised, uplifted and inspired to return.

Our promise is out 'what' – what positive experiences can people expect from us as a region and a brand. When they see an advert, or walk into a local business, or enjoy an event, they should feel uplifted or inspired.





Our personality

Wonderful, welcoming, with just the right amount of good-weird, Ballarat's brand personality reflects the region's diversity, culture and history

Intriguing and refreshingly different from what you would expect, Ballarat's persona is a spirited soul with a youthful energy – an entertaining storyteller, a provider of experiences that delight, inform and inspire. Our persona will be conveyed through the words, imagery and activations we use to communicate our place brand to locals and visitors alike.

Our personality and associated traits can help inform any outward expression of brand Ballarat; things like marketing, communication and product development.

Our proposition

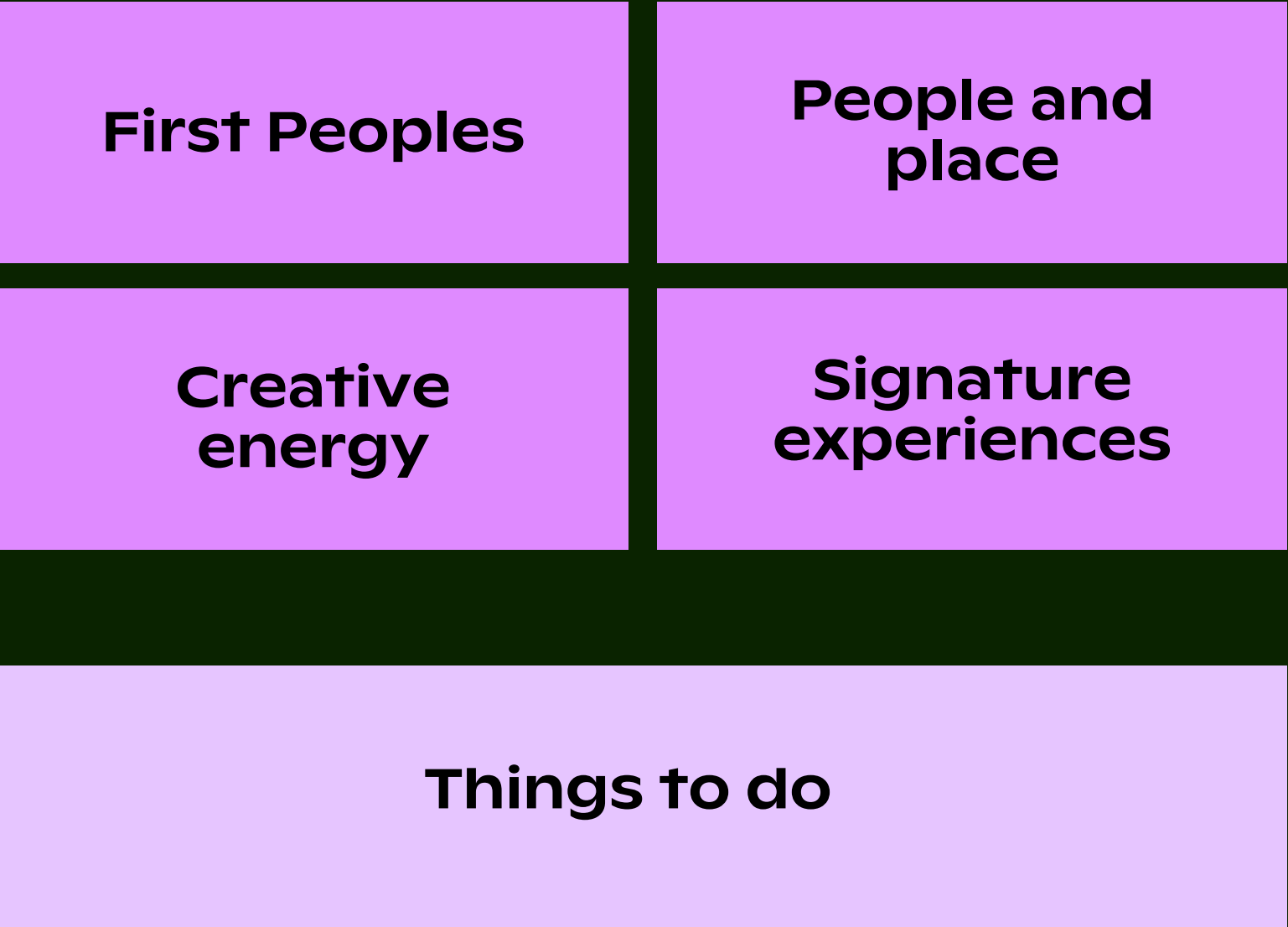
Here, the past, present, tradition, and creativity collide in unexpected and harmonious ways, to create a distinct offering and offbeat charm that leaves visitors beguiled and entertained

Our proposition is a short and compelling statement that communicates the values and/or benefits our region offers. It's the persuasive argument that helps people choose our region over another.



Brand pillars

Our region has lots for people to see and do but as a brand, it cannot promote everything to everyone all of the time. Attractions or operators that cannot be reasonably categorised as one of the brand pillars can be featured as supporting content where necessary. These are represented in the strategy by 'Things to do'. The exception would be if an attraction or operator is able to incorporate themes or elements from the brand pillars.



Our brand pillars not only support our proposition, they reflect our region’s difference, helping us stand apart from other destinations. Our brand pillars are here to guide and inform marketing prioritisation and investment focus.

Brand pillars



First Peoples

Acknowledge, celebrate and elevate First Peoples participation, history and culture (past and present). Uplift First Peoples stories, and leverage First Peoples involvement to add value and depth to our visitor economy.



Signature experiences

Enhance and nurture the cultural, artistic, and events landscape of the region to further cement Ballarat's reputation as a dynamic, creative and contemporary regional city.



People and place

The region, post-settlement, is more than 185 years old. To counter the region's heavy reputation for 'gold' history, this pillar is designed to tell the entirety of Ballarat's story after settlement – a story woven through its people and enmeshed in place.



Creative energy

Showcase and acknowledge the region's diverse and artistic community, along with its many vibrant and innovative business offerings to generate attention and prompt visitation.

Brand positioning

**Ballarat is unexpected in the most
impressive and enjoyable ways.
A place where the more you put
in, the more you get out.**

Our brand positioning statement not only explains (positions) why our region is better and different from other regions, it communicates the desirable viewpoint we want visitors to have.

Visual identity

The Ballarat visual identity takes its inspiration from the many wonderful contrasts to be found within and around Ballarat. The reflected and inverted letter Ls symbolise and accentuate this truth, coming together, yin and yang-like, to create a word and logo mark with innate meaning.

Ballarat

Brand line

The Ballarat brand line, 'Brilliantly Unexpected', appears in two arrangements: single line and stacked.

BRILLIANTLY
UNEXPECTED

Verbal identity

Just like great design and imagery, our words breathe life into our brand platform — Brilliantly Unexpected.

Our verbal identity guides how Ballarat communicates, writes and speaks. Brand voice is an outward expression of our personality and combined with our brand pillars, helps inform what we say.

These helpful voice traits provide simple guidance on how we translate Ballarat's brand personality.

Voice traits

Confident – Our 'confident' voice trait makes no apologies for who we are. It's positive, with a hint of swagger, but it's clear we don't take ourselves too seriously. We're aware of our quirks. And we're proud of them.

Original – Our 'original' voice trait brings out our distinctiveness. The way we zig when others zag. To those who value originality and creative expression, this voice throws its arms wide, hugs them close and whispers "You belong."

Lively – Our 'lively' voice trait brings energy to our words. You could certainly never call us dull. Inspiring and a little daring (we've got plenty of pluck), it invites the reader to 'come join the dance'.

Friendly – Our 'friendly' voice trait helps us engage and connect with our reader, while putting them at ease. It's an enthusiastic verbal handshake that says, "Come in, come in... have I got a story for you..."



Our target audiences



Mature Tastes

More often mature (40+) and with no kids, this audience seeks out good food and wine and enjoys taking it easy for a few nights in pleasant surroundings. Their visits are centred around townships, not nature, and they often make planned dining arrangements and seek out produce.



Regional Fledglings

This metro-based audience makes more frequent day and short overnight trips than other segments. They are more likely to consider Ballarat in-scope for a day trip – especially those with a taste for dining and culture. Following emerging trends, this audience will explore visitor-orientated producers, modern dining and festivals.

Secondary

Active Regional Explorers

These metro-based families with preschool and young primary-aged children seek enriching experiences and are more likely to engage with art, culture and history. Educated, curious and enthusiastic, this audience spends the most per night and spends more nights away from home than any other segment.

Family Heartland

For this audience, booking something during the school holidays is a chance for everyone to catch their breath. A mix of metro and regional audiences, they enjoy day trips to attractions and seek out traditional family fun. They look for regional centres with more to do and will typically stay in holiday parks.

Culturally and Linguistically Diverse (CALD)

One of Australia's fastest growing inbound markets, the Indian market typically travels in large groups and actively seeks opportunities to learn about Australia's history. Meanwhile, the Chinese market values referrals and advice about where to take a holiday, so influencers give us the opportunity to talk to these audiences about discovering their own backyard.

Our marketing tactics

The objectives of this campaign are to enhance brand awareness, drive visitor engagement and ultimately increase visitation to the region.

The campaign will leverage a mix of traditional and digital marketing channels, as well as brand activations intended to shift attitudes about the region as a tourism destination. These are outlined in the adjacent marketing funnel, which is intended to reflect the series of stages a potential visitor takes from discovery of the destination to booking a trip.

Central to the campaign is the development of compelling brand messaging and visual assets that will showcase Ballarat in a bold new light, embracing the many wonderful contradictions of our region – by revealing fresh angles, alternative perspectives, distinct stories, and unique experiences.

Awareness

Top-of-funnel: Put Ballarat top-of-mind as a destination of choice.

- Brand activations.
- Public relations, media famils and influencer program.
- Out-of-home (OOH): Large-format outdoor advertising, including street posters and billboards in high traffic metro locations frequented by our target audiences.
- OOH: Metro Trains marketing partnership.
- Spotify and podcast advertising, including bespoke in-stream audio and video ads.
- Broadcast video-on-demand (BVOD) to reflect current consumption habits, including in-stream video ads on 7Plus, NineNow, SBS OnDemand, TenPlay and Foxtel.
- Print advertising, including redesigned 20-page magazine inserted in The Sunday Age and distribution of Official Visitor Guide in cafes and restaurants. This is supported by full-page ad and facing editorial in Visit Victoria's Official Visitor Guide.
- Tailored social media advertising across Facebook, Instagram, TikTok and Pinterest.
- Digital banner ads placed in the margins and between content on aligned third-party websites.
- Broad search engine marketing (SEM).

Consideration

Middle-of-funnel: Convince the visitor we offer more than the competition and encourage exploration of travel options in destination.

- New visitballarat.com.au website supports all stages of the visitor journey, but particularly 'consideration'
- Content partnerships: editorial placements and content creation with tourism and leisure/lifestyle publishers, including the Herald Sun, Broadsheet, Australian Traveller and Provincial Media.
- Public relations, media famils and influencer program.
- Tailored social media advertising across Facebook, Instagram, TikTok and Pinterest to retarget those with high conversion potential.
- Brand-specific SEM.

Conversion

Bottom-of-funnel: Drive bookings and compel action.

- Tailored social media advertising across Facebook, Instagram, TikTok and Pinterest to continue to retarget those with high conversion potential.
- Promotion of user-generated content to helps audiences visualise themselves in destination and support referral within audience cohorts.

How to leverage the campaign

List your business on ATDW

List your business or event on visitballarat.com.au by creating a listing on the Australian Tourism Data Warehouse (ATDW). Turn to page 25 for more information about creating or optimising a listing.

Create a deal or offer

[Deals and offers](#) is a new feature on the Visit Ballarat website. To feature on this page, it's as simply as adding your special deals and offers to your existing ATDW listing.

Connect with us

Think about what makes your business stand out from the crowd. Do you have a unique 'moment' you can share with visitors? We're always looking for new people, products and experiences to promote, so the more we can see and hear about what's happening in the region, the more we'll be able to diversify our marketing.

Share your 'moment' or any exciting updates about your business to marketing@tourismmidwestvic.com.au

Download campaign assets

Download assets [from the Tourism Midwest Victoria](#) media hub. These assets have been developed exclusively for tourism business operators to use across their social media channels.

While you're exploring the hub, why not consider downloading royalty-free images to assist you with promoting Ballarat and the region as a place to visit as part of your own marketing efforts.

Upload content to social media

Uploading content to your social media accounts? Don't forget to tag [@visitballarat](#), [#visitballarat](#) and [#brilliantlyunexpected](#) for a chance to be featured across our channels, including Instagram, Facebook and TikTok.

Guided by the Ballarat Place Brand Strategy, Tourism Midwest Victoria's marketing team will select unexpected moments and experiences across all brand pillars to feature on Visit Ballarat's social media channels, including Facebook, Instagram, TikTok, Pinterest and YouTube. You can [read more about our selection criteria](#) via tourismmidwestvictoria.com.au

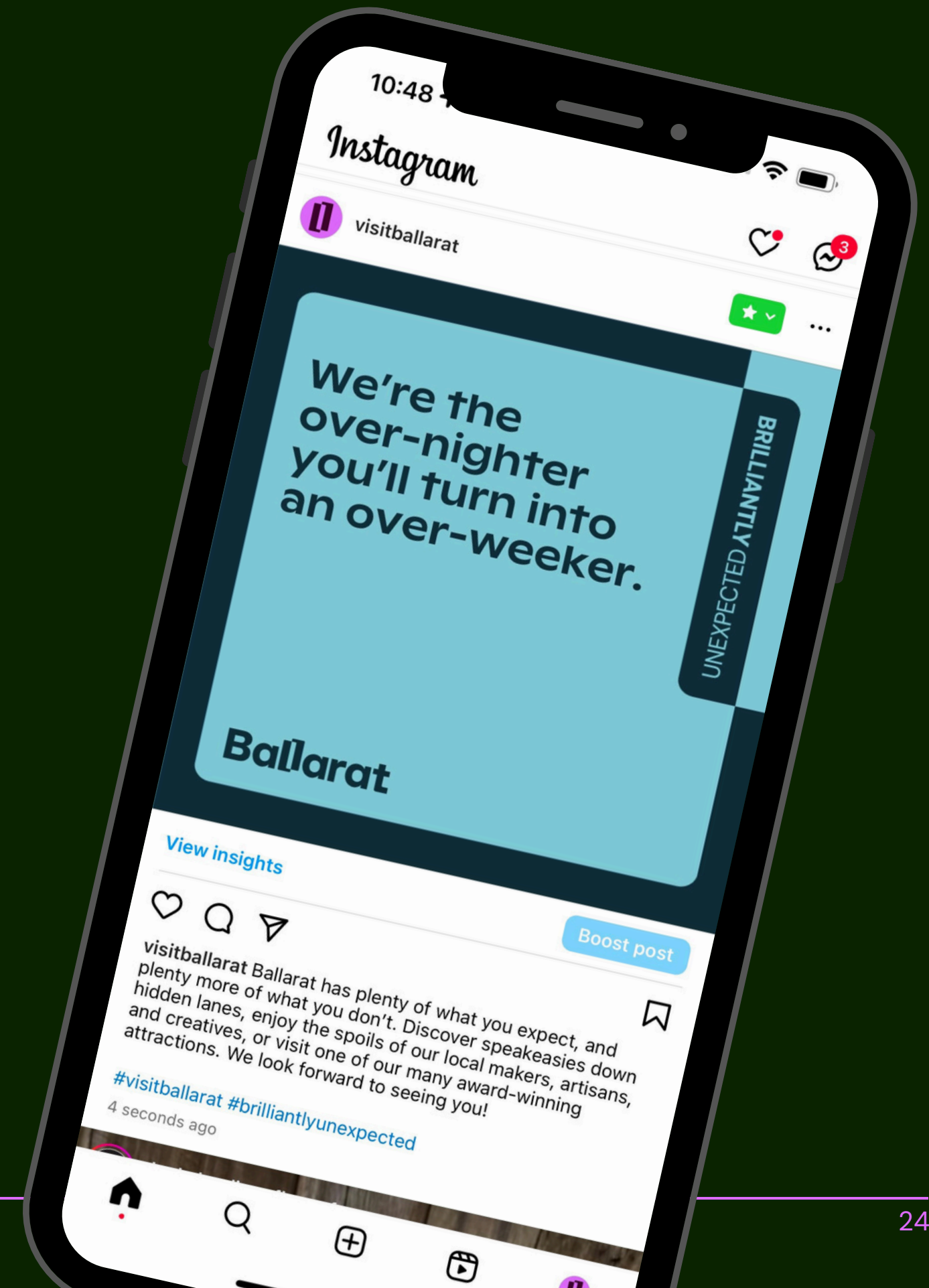
Assets for industry

We have prepared a variety of assets for businesses to use in your marketing communications to leverage the campaign. This section provides you with a selection of social media captions to accompany the assets.

Example social media captions

- Brilliantly Unexpected Ballarat. From our world-class arts and events to our eclectic mix of architecture to our lively restaurant and bar scene, there's something for everyone.
- There's rarely a dull moment around here. Whether you're looking for a charming cellar door, an escape from the everyday, or some artistic inspiration, Ballarat ticks all the boxes and tickles all the senses.
- Forget what you think you know about Ballarat; discover a destination that's Brilliantly Unexpected, where the past, present, culture, and creativity collide.
- Ballarat has plenty of what you expect, and plenty more of what you don't. Discover speakeasies down hidden lanes, enjoy the spoils of our local makers, artisans, and creatives, or visit one of our many award-winning attractions. We look forward to seeing you!

 [Download assets from the Tourism Midwest Victoria media hub.](#)



Listing your business or event on ATDW

Leverage the 40,000 users who explore visitballarat.com.au every month.


Create or update an ATDW listing

Follow this step-by-step guide to open your business's doors to new opportunities:

1. Read through our [ATDW tips and tricks](#).
2. Go to [ATDW](#) and select Register Now.
3. Select your Account Type by clicking on the Tourism Operator option.
4. Enter your business details, contact information and description of your property, along with 5-6 high-quality images and any other information you want to include.

If you already have an ATDW listing and simply need to update or renew it, follow these steps:

1. Go to [ATDW](#) and select Login.
2. Select your Profiles icon by clicking on the navigation bar on the left hand side.
3. Locate the profile you need to renew and click Renew.
4. Review and update your profile information. This may include completing optional steps to further enhance your profile quality, updating your rates or refreshing your images.
5. Click Renew when you have finished updating your profile.
6. Confirm your billing details and continue to the next page. Then proceed to payment.
7. Click Place Order to submit your profile for processing.

 [Download our guide to improve your ATDW listing.](#)



Ballarat

Got a question? Reach out to our marketing team by emailing
marketing@tourismmidwestvic.com.au
