Victoria Park Major Events Precinct

Project Cost

$5.4 million

Investment Needed

- $3.6 million

City of Ballarat Investment

- Subject to Council budget processes

Project Description

Victoria Park is Ballarat's premier open space, a 131 hectare parkland in the heart of the city which is well used and loved by the community.

The Events Precinct will be in an unused area in the southwest corner of Victoria Park with capacity to stage large outdoor events year-round and comfortably accommodate as many as 30,000 attendees.

Creation of a flexible multi-purpose Events Precinct will provide Ballarat with a competitive advantage to attract new events and help Ballarat retain existing events like Spilt Milk and Red Hot Summer Tour and allow these events to grow their offering.

The proposed works will deliver an Events Precinct with capacity to host diverse and exciting events and reduce the impact on community clubs which are displaced from their venues for up to two weeks when major events are held.

Key works:

- Extensive drainage works with top dressing and grass seeding
- Underground power with 3 phase access points
- Underground potable water points
- Hard stand vehicle entrance and exit onto the site with lockable bollards
- Installation of optic fibre trenching

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Victoria Park Major Events Precinct continued

Growing the events sector, through development of high-quality event infrastructure in Victoria Park, will help attract more events and event visitors to Ballarat, including during off-peak visitation periods.

Why should Governments invest in this project?

Visitor Economy Benefit

Growing the events sector, through development of high-quality event infrastructure in Victoria Park, will help attract more events and event visitors to Ballarat, including during off-peak visitation periods.

Ballarat attracts 2.86 million visitors per year, which includes 70 per cent domestic day-trippers. Data indicates that events are a key motivator to convert day-trippers to overnight stays.

Economic impact and job creation

A thriving visitor economy is essential for driving economic growth and supporting new job creation. In the past three years major events held in Victoria Park have generated an economic value of approximately $30 million and attracted more than 100,000 attendees, more than half of whom stayed more than one night.

Community Benefit

Presently, use of Victoria Park for large events requires sports clubs and other community groups to be displaced while the event is bumped in and out, and for longer periods if remediation works are needed after events.

A dedicated events precinct in Victoria Park will allow large scale events to be held year-round with minimal disruption to sports and community clubs which use the park for events, training and matches.

Strategic Alignment

The Events Precinct is strongly aligned with City of Ballarat strategies and masterplans relating to event attraction, tourism, the visitor economy and Victoria Park; and with the Victorian Government's ambitions for regional tourism as expressed via the *Tourism Midwest Victoria Sustainable Destination Management Plan 2024-2033, Tourism Midwest Victoria's Ballarat Local Area Action Plan 2024-2033 and with Experience Victoria 2033.*

Location

- Victoria Park (southwest corner), Corner Gillies Street South and Winter Street, Newington

Timeline and Next Steps

- Secure government support to facilitate delivery of the Events Precinct

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