

# Visit Ballarat

## What's On Criteria



### Introduction

Each Thursday afternoon Ballarat Visitor Information Centre publishes our Weekly What's On, a newsletter advising consumers and the local tourism industry of upcoming events in Ballarat and surrounds. The newsletter can be viewed on our website ([www.visitballarat.com.au/events/what-s-on](http://www.visitballarat.com.au/events/what-s-on)) and is updated each Thursday.

It is not intended as a long-term events calendar (the events section of [www.visitballarat.com.au](http://www.visitballarat.com.au) serves this purpose), nor is it a promotional vehicle for community events (organisers should use the events calendar on City of Ballarat's website [www.ballarat.vic.gov.au](http://www.ballarat.vic.gov.au)).

### Criteria for listing

A tourism event is also a happening that occurs in a specified timeframe (has a set start and end date). It must be relevant to the leisure tourism market and attract visitation at a local, region or state level. To be eligible for a listing, the event must meet certain criteria.

Listings that would be considered for inclusion are generally categorised into one of the following sections:

- Exhibitions and shows
- Festivals and celebrations
- Markets
- Performances
- Sporting events

Listings that would not be considered for inclusion include:

- Sale or discount offers at a business
- Educational establishment open days
- School fairs
- Community fundraising events
- Promotional business advertisement
- Business events, conventions & trade Shows

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### Timeframes for event listings

Listings are also categorised into the following timeframes, and those outside these times will generally not be considered for inclusion.

This weekend	Events occurring that Friday, Saturday & Sunday
Midweek	Events occurring the following Monday - Thursday
Next weekend	Events occurring the following Friday - Sunday
Upcoming Tourism events	Events occurring within the next 28 days approx. (unless the event is a Ballarat signature event)
Regular Tourism events	Events occurring on regular days & times, ie every night, each Monday etc.
Ongoing Tourism events	One-off events running for an extended time period
This weekend's markets	Farmers' & other professionally operated markets occurring that immediate Saturday or Sunday

### How to list

If you have an event that you feel meets the above criteria and would like it considered for listing, please submit the details, ensuring the following information is included:

- Event Name
- Start & end dates
- Times
- Cost
- Location of event
- Brief description of the event – 20-40 words
- Contact telephone and website (where available)

These details should be forwarded to Ballarat Visitor Information Centre by email [visitballarat@brt.org.au](mailto:visitballarat@brt.org.au) – details cannot be accepted by phone or fax.

Content for inclusion in any newsletter should be received by the Monday prior to publication.

Inclusion of any event is at the discretion of Ballarat Visitor Information Centre staff.