

A yellow spotlight hangs from the top, casting a cone of light onto the text below. The light cone is a gradient from yellow at the top to a darker purple at the bottom.

# CITY SPOTLIGHTS BALLARAT

Get to know some of Australia's top regional cities



**14 OF 19  
MAJOR CITIES  
IN AUSTRALIA  
ARE IN  
BOOMTOWN.**

# WELCOME TO **BALLARAT**

*Gourmet and the Good Life*

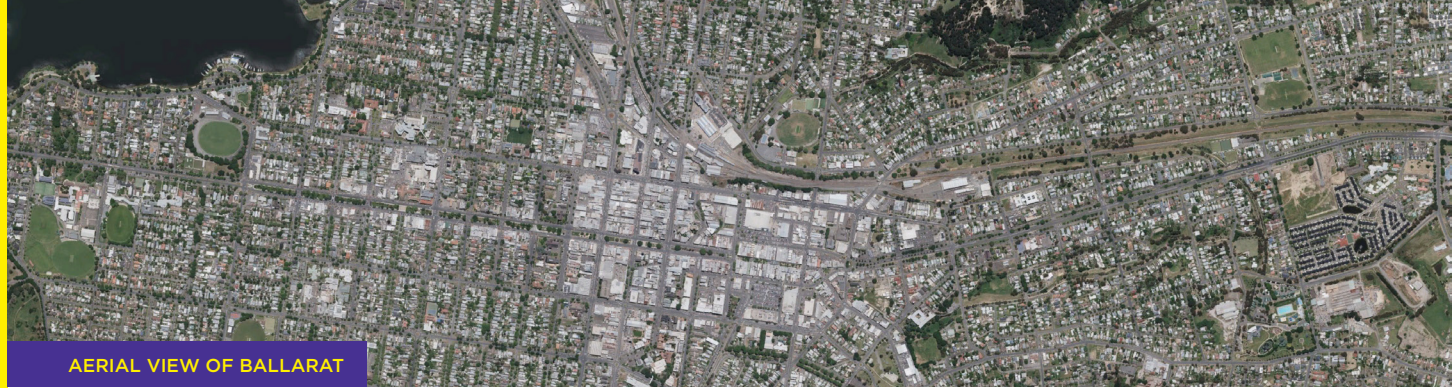
## City of Gold

*“The Ballarat region has a rich history thanks to its gold rush origins, and a prosperous future as one of Australia’s strongest regional cities.” – Mikaela Day, Journalist, Herald Sun*



As the 3rd largest city in Victoria (behind Melbourne and Geelong), Ballarat is positioned to benefit from what property expert Terry Ryder calls “the exodus to affordable living” as people leave Melbourne and move to this much more affordable city just 90 mins away.

Although the city’s prosperity began in 1851 when gold was discovered at an area of Ballarat named (ironically) Poverty Point, the regional Boomtown has evolved into a city containing a mix of tourism, government, and advanced manufacturing for brands like Mars Wrigley, McCain Foods, Petstock and IBM.



## ECONOMIC FOCUS

### GROSS REGIONAL PRODUCT

\$7.69 billion.

### KEY ECONOMIC CONTRIBUTORS

**A services economy:** led by Health Care, Education, Retail, Construction and Manufacturing.

**Manufacturing:** By far the region’s biggest export, valued at \$3.3 billion.

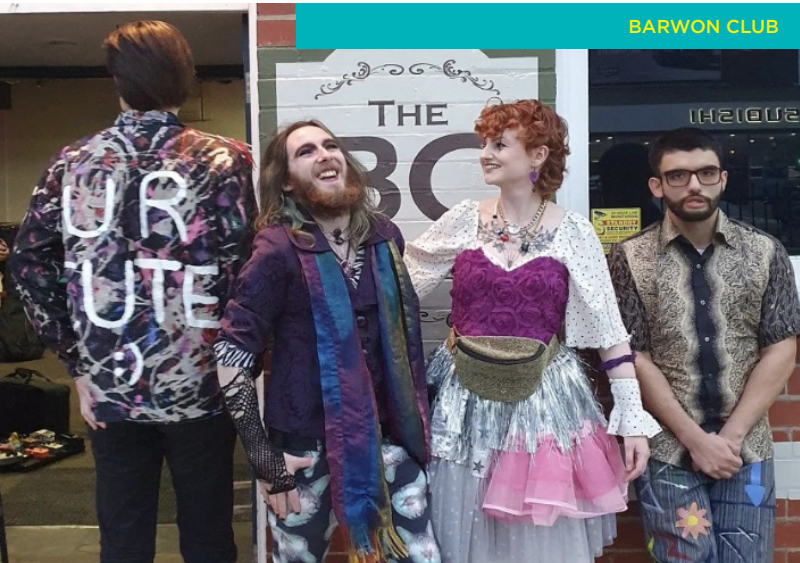
**Growth engine:** BWEZ - Ballarat West Economic Zone is a 438-hectare commercial area in development adjacent to the airport and rail lines.

Opened in 2021 and recognised for its architecture and sustainable building practices, the GovHub office precinct holds 1,000 government employees - 600 who moved to Ballarat from Melbourne.





HUMP DAY POP UP FOOD TRUCKS



BARWON CLUB

# CONSUMER OPPORTUNITY



PLATE UP BALLARAT AT THE STABLES

## CURRENT POPULATION

118,137

## AVERAGE WEEKLY INDIVIDUAL INCOME

**Young movers:** Ballarat has benefitted from the Urban exodus, as seen in the latest census, the largest demographic moving to the area was 20-39 year olds, accounting for more than 50%.

Rent in Ballarat is significantly lower than Melbourne, with some Ballaratians choosing to work from home but commute to Melbourne a few times a week. Melbourne salary x Ballarat low cost of living is a big win for many people.

2.6 million visitors a year with record visitor spending has seen the region excited about long-term sustainable growth.



With Melbourne pipped to overtake Sydney's population in 2030, nearby Ballarat will also experience growth - expecting to increase by 18% in 10 years!

# CULTURAL OPPORTUNITIES TO PLUG INTO



## BALLARAT SHOW

Running since 1859 this long weekend fair is an official public holiday and attracts over 30,000 people to the regional city.

**WHEN:** November



## BALLARAT SWAP MEET

One of the largest swap meets in the world, everyone will find something to treasure at this event that attracts 30,000 people each year.

**WHEN:** February



## SPRINGFEST

Set on the foreshore of Lake Wendouree, this community event features hundreds of stalls, local food and wine and family entertainment.

**WHEN:** November

*"We don't have to work as much or as hard because life is more affordable,"*  
- new Ballarat resident

# UNLOCK 118,137 BALLARAT RESIDENTS IN MINUTES

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Wagga Wagga | Wodonga | Warragatta | Benalla | Shepparton | Echuca | Deniliquin | Swan Hill | Ballarat | Melbourne | Lilydale | Traralgon | Warrnambool | Hamilton | Horsham | Ararat | Bendigo

AUSTRALIAN CAPITAL TERRITORY

GO! (TV) | GEM (TV) | 9 (TV) | 7bravo (TV) | Seven (TV) | 7TWO (TV) | 7mate (TV) | 7flix (TV) | Herald Sun (PRINT) | The Weekly Times (PRINT) | 10 (TV) | Peach (TV) | BOLD (TV) | SHAKE (TV) | Sky News Regional (TV)

Coverage Levels: Heavy (Red), Medium (Pink), Light (Light Pink)

WIN | News Corp Australia | SCA

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# RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

## Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

## boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



### SOURCES:

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