Ballarat: Riding the wave of success into the future
Ballarat Visitor Economy

- Length of Stay: 2.3 days
- 45% VFR
- 2.1 mil Day Trips
- $621mil Tourism Consump.
- 1.8 mil Overnight Stays
- 6th Largest Employer

CYCLING BASED ITINERARIES TO DRIVE YIELD AND LENGTH OF STAY
Where it all started...

• City of Ballarat obtained Road Nationals in 2002 and retained them through 2003 & 2004 – where they went to Mount Torrens, SA for the next 2 years

• City of Ballarat then negotiated for it to remain exclusively in Ballarat for over a decade (2007-2020)
Public opposition – especially in Buninyong

Buninyong cycling welcomed, but some traders unhappy

The news last week that Ballarat will host the national road championships until at least 2017 reignited a long running debate over the suitability of a venue which continues to polarise, writes Al Hinds, but perhaps solutions that please both parties are not as unimaginable as they seem.

 WHILE the majority of Buninyong’s traders were relishing record profits from the weekend’s cycling championships, the local supermarket and service station took hits of up to 40 per cent in lost revenue. The BP service station was the worst affected, with roads closed for much of the weekend, limiting petrol purchases to before 7am or after 7pm. The business dropped 40 per cent in takings, while Food Works also lost about a quarter of its usual revenue over the weekend. BP owner Ron Delaland said that although the event was great for the region, he had to tell staff to stay home. “It was a complete disaster for me. My main things are the car wash and the petrol, and they blocked off the roads,” he said. “It’s certainly a good thing for the town, it’s just no good for me and the supermarket. My staff also lost about $700 in wages.” Foodworks manager Alison Rickard said the supermarket was hit hard and might not open for next year’s event. “It’s a great day, but financially we’re impacted by it,” she said. “Grocery shoppers couldn’t get in here. We even debated closing for the weekend because it’s just not worth it.” Both retailers were unsure of the long-term benefits of the event.

Tiffany Jane @tiffanycromwell

Seriously nationals in Ballarat until 2017. Who else is bored of it? The race is so predictable same scenario every year #varietywouldbenice
6:18 PM - Aug 3, 2012

Tiffany Jane @tiffanycromwell

And this is coming from someone who the course suits.

Visit Ballarat
A change in perception.....

Roaring coffee trade: cyclists, and more of them, and lingering longer in Buninyong

Espresso Depot owner Michelle Ran said her cafe had been flat-out all week but it was about embracing the festival spirit and trying to keep up with demand.

“We’ve never had this big a build-up, we’re prepared more for Saturday and Sunday,” Ms Ran said. “We really look forward to the cycling. The people are really positive, they like it here and they like the track.”

The Buninyong Bakehouse, like most hospitality in town, is rolling with whatever happens. Bakehouse owner Ashley Murphy said weather tended to have a big impact on customer numbers but a likely sunny 23C on Sunday was perfect for cycling and business.

Prepared for anything with earlier racing on Saturday, Mr Murphy and his team have also been cooking an extra 50–dozen pies to cater for Sunday.

“It has been absolutely crazy the past couple of days,” Mr Murphy said. “Cycling boosts the economy both little business in tow more people to the region.”
The value of the Cycling Australia Road Nationals in 2018

Greater city impact

- $1.1M in Economic Impact
- $10.4M Media Impact
2019 FedUni Road National Championships
4 - 8 January, 2019
Why Ballarat?

- 90 minutes from Melbourne
- Train access (bike transport)
- All-weather terrain

BALLARAT CYCLE

- ROAD
- COMMUTER
- TRAIL/ MOUNTAIN BIKE
Road

NATIONAL ROAD CYCLING CHAMPIONSHIPS (2002-2019+) JAN 4-8

Ride the Mountain
- All year round
- Road and signage development

Multi-day Road Touring
- 3, 5 and 7 days
- Tour company support

Cycling Community
- Training camps
- Performance workshops
- Product sponsorships
- Cycling-friendly city
Commuter/Social:

• City of Ballarat secured $9 million funding from RDV for a Ballarat Cycling Strategy

• Greater focus on infrastructure to make Ballarat a cycling friendly city
Black Hill Reserve Mountain Bike Park

- 8 trails, approx. 500m in length (check out the trail map, it has all the tracks listed)
  - Blue
  - Black Diamond
  - Double Black Diamond
Creswick Mountain Bike Hub

- $2.7m investment approved
- 15 minutes from Ballarat

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Goldfields Track – inclusive of the Wallaby Track

- Point to point 210kms
- Ballarat section is called the Wallaby Track
- Track wanders through some of Central Victoria's most historic towns and beautiful forests.
- $100,000 training investment

Natural cycling with a heritage story
Rail Trail – Ballarat to Skipton

Ballarat to Skipton Trail - fast facts

Start/finish
Ballarat Railway Station, Lydiard Street North

Distance
The rail trail is 55 kilometres one way. The ride to the trailhead from Ballarat CBD adds another 8 kilometres

Trail surface
Unsealed; a mountain bike is recommended.

Difficulty
A moderate grade ride with a few gradual climbs and descents. The trail crosses numerous minor roads and crosses the Glenelg Highway several times.

Nimmons Bridge is a fantastic example of trestle bridges used on the railway.
Cycle West

- Development of a Western Region Cycling Master Plan
- Stage One – $250,000 Master Plan
- Stage Two – $250,000 Activation & Marketing Plan
- Incorporates
  - RDV (2)
  - Tourism Organisations (5)
  - Councils (13)
Ballarat Cycling

- Coordinate
  - Ballarat cycling brand
  - Ballarat Cycling Group

- Communicate
  - Website
  - Delivery of itinerary based getaways: social, trail/MTB & road

- Deliver
  - Development of trails, infrastructure, industry & training
La Velocita.....

BALLARAT - CYCLING HOLIDAY WITH THE KIDS... IS IT POSSIBLE?

SO BALLARAT IS NOT ON THE TOP OF THE LIST WHEN IT COMES TO MANY PEOPLE'S 'MUST' TRAVEL DESTINATIONS... BUT I'M HERE TO PERSUADE YOU THAT AS A CYCLIST, IT SHOULD BE.

A COUPLE OF WEEKS AGO, I PACKED UP THE CAR WITH TWO BIKES, MY WIFE AND TWO YOUNG KIDS TO TRY AND ACHIEVE THE HOLY GRAIL, A CYCLING WEEKEND AWAY... WITH FAMILY IN TOW. IS IT POSSIBLE?

MIKE BOUDRIE

Is it possible to have a weekend away with the family and get some good riding in? Yes, of course it is. Getting La Velocita up and running has involved loads of traveling with the bike and non cycling family... Just be prepared to be on the go at all times and show no signs of weakness to the kids when you start feeling a bit fatigued at three in the afternoon after smashing yourself in the mornings....
Ballarat:

➢ so close
➢ for everyone
➢ all year round