

Ballarat is Open

Defining Ballarat



What is the Ballarat is Open project?

The *Ballarat is Open* (BiO) project is about better understanding what our various brands and identities are throughout the city as well as looking more broadly at how the city ticks, what drives its growth, how we present the city to others, how a greater number of our businesses and residents can share in the prosperity that a rapidly growing regional city brings. It is an opportunity to shape what this vision and message should be.

Ballarat is Open is a project for the community and businesses to have a say on:

- What Ballarat will be in the future;
- How we position the city; and
- How we market the city as the best place in Australia to visit, to live and to run a business.

For those of you who may have been involved in Ballarat Imagine several years ago there will be some things that are familiar, but this time the project is targeted at a community and business development focus.

Whilst a range of consultation methods will be used, the cornerstone of the consultation will be the use of creative human-centred design thinking – with design sprints and hacks available across the city for anyone to participate in.

What will come out of it?

The result will be the Ballarat Prosperity Framework - a framework for developing marketing campaigns, future strategies, council plans, projects and activities. This document will have a deliberate focus on economic and community development inclusive of the visitor economy.

It will be shared with everyone so we can all work collaboratively to promote our city with one voice.

How can I be involved?

We'll be holding workshops over the month of October that we want everyone to participate in. You can register via our mySay page - mysay.ballarat.vic.gov.au/ballarat-is-open

We'll also have pop-ups in the Bridge Mall and at the Town Hall where you can come and tell us your ideas, as well as our mySay online survey platform.

When will the Framework be available?

The draft of the Ballarat Prosperity Framework will be complete by early 2020.