



RUNNING
WAREHOUSE



BALLARAT
MARATHON

2026

VISITATION AND ECONOMIC
IMPACT SUMMARY



PARTICIPANTS

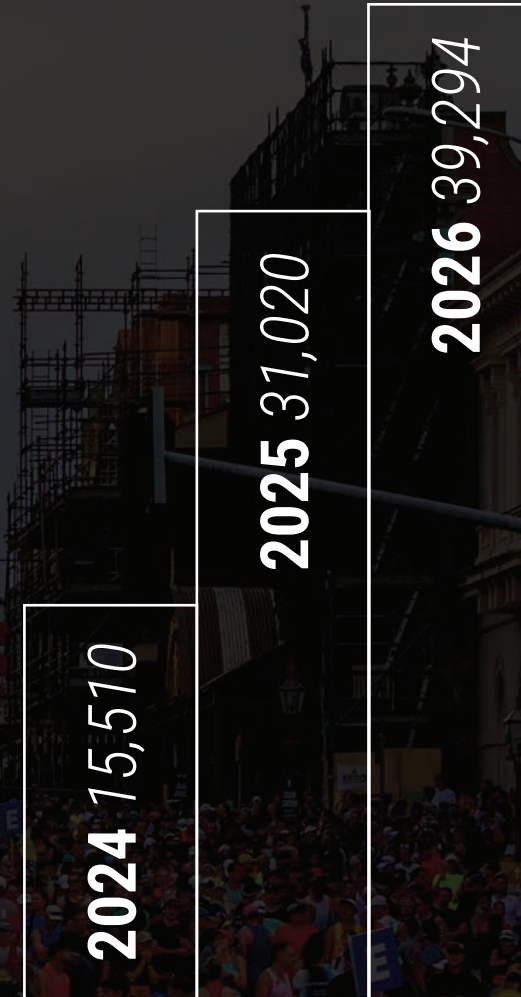
11,866

SPECTATORS

+ 27,428

TOTAL ATTENDANCE

= 39,294



ATTENDANCE GROWTH

This shows that for every 1 participant there were 2.3 spectators in attendance. From inception in 2024 to 2025, event attendance doubled, then 2025 to 2026 showed a 26.7% growth.

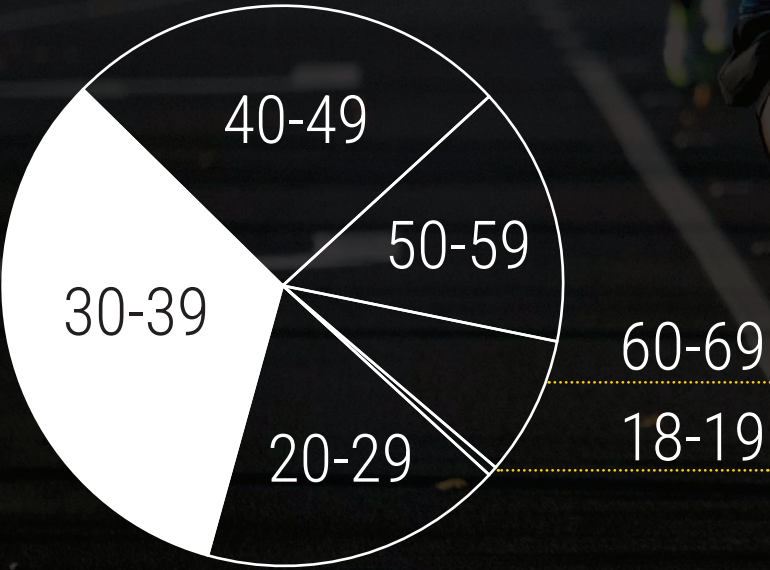
Visitor Attendance Numbers Source: Ballarat Marathon 2026_Online Survey_Visit Victoria REF | Attendance Growth Source: Internal Reporting

EVENT ATTENDANCE

ENTRIES PER DISTANCE



AGE PROFILE



Runners were predominately male, especially in the Marathon event, however a balance of females is seen more in the other events.

The median age of a Ballarat Marathon runner is 34.

Entries Per Distance Source: Internal Reporting | Age Profile Source: Q2: In what year were you born? Base n=2,367 (Please note the minimum age of entrants for the Marathon was 18. While the Half Marathon minimum age is 16 and the 10km is 13, these runners were not surveyed) Ballarat Marathon 2026_Online Survey_Visit Victoria REF.

RUNNER PROFILE

BRANDS OF RUNNING SHOES WORN

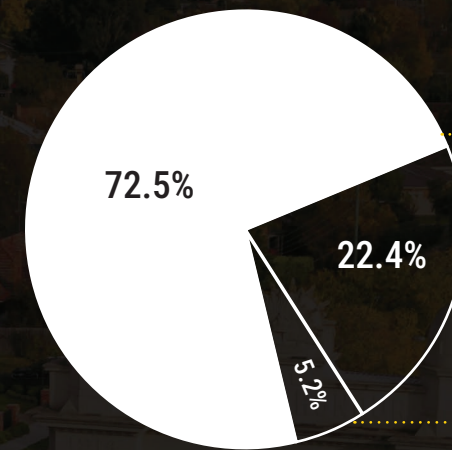
30.6%	ASICS	6.4%	HOKA
17.6%	Nike	3.8%	Puma
11.4%	New Balance	2.1%	Mizuno
8.6%	Brooks	0.7%	Altra
8.4%	Saucony	0.4%	Salomon
6.6%	Adidas	0.3%	Tarkine

TRAINING GUIDE USAGE

1K

APPROX RUNNERS WHO USED
OUR FREE TRAINING GUIDE

EVENT ADVOCACY

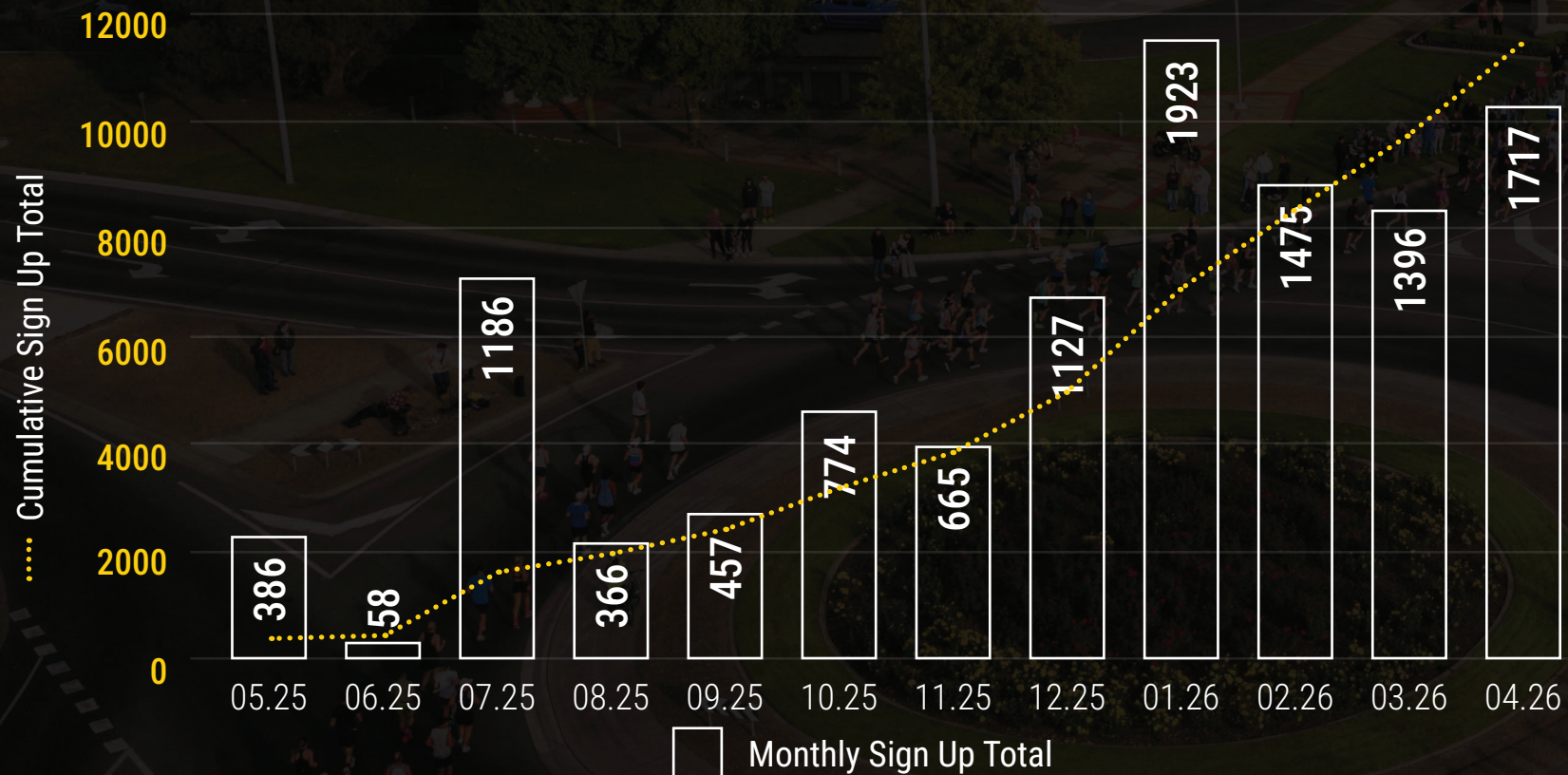


PROMOTERS
RATED EVENT 9-10

PASSIVES
RATED EVENT 7-8

DETRACTORS
RATED EVENT <7

REGISTRATION MOMENTUM



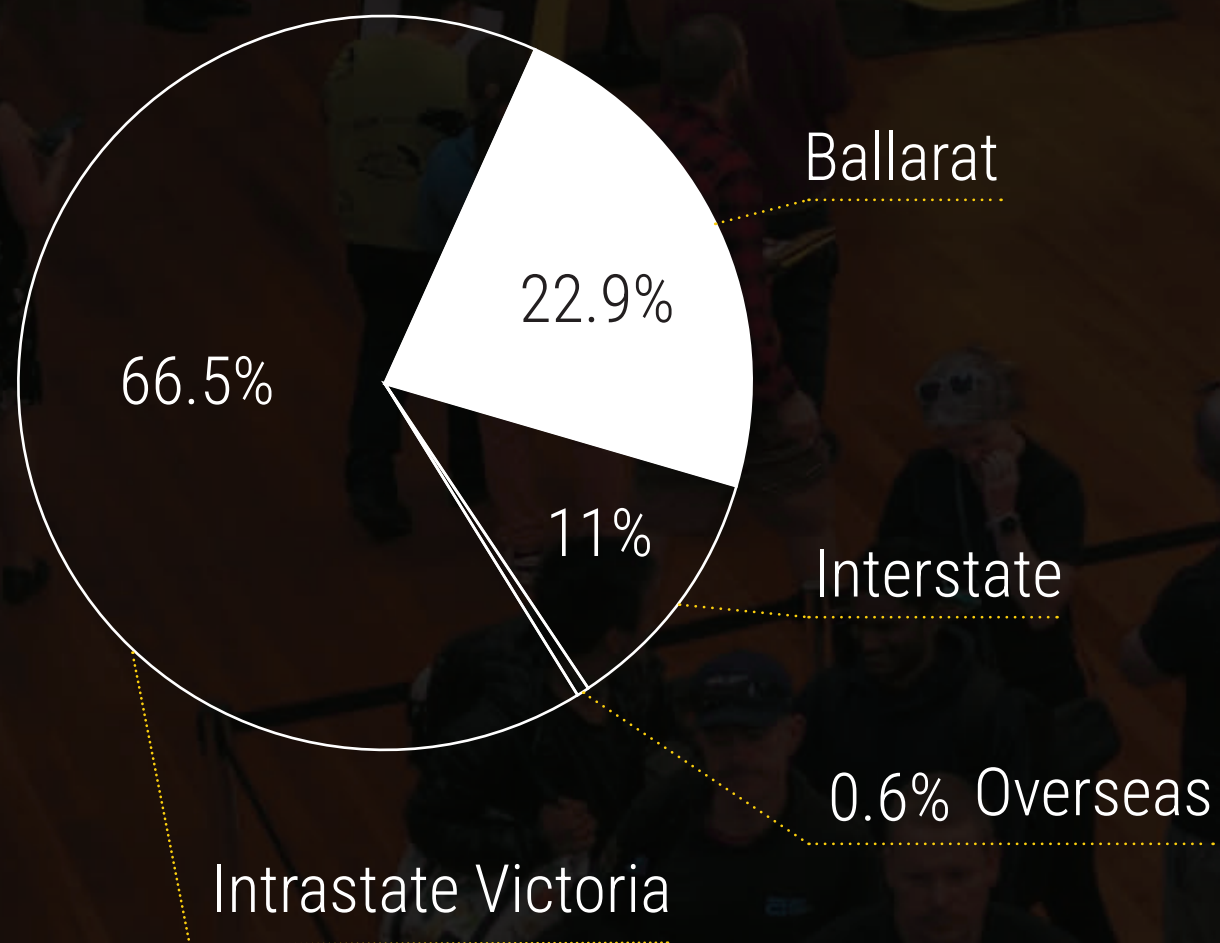
Based upon the measurements of event advocacy, the Net Promoter Score is calculated by subtracting the percentage of detractors from that of the promoters. Meaning that the Ballarat Marathon has a Net Promoter Score of +67.3.

Brands of Running Shoes Worn Source: QE06: Which brand of running shoes did you wear at the event? Base n=2,186, Training Guide Usage Source: QE04: Did you use the free training programs by Runners Prep? Base n=2,194, Event Advocacy Source: QE07: How likely is it that you would recommend attending the Ballarat Marathon to a family member, friend or colleague? (Where 0 = Not at all likely and 10 = Extremely likely) Base: n=2,191, Ballarat Marathon 2026_Online Survey_Visit Victoria REF | Registration Momentum Source: Internal Reporting

RUNNER PROFILE

77% OF ATTENDEES WERE VISITORS TO BALLARAT

RUNNER ORIGINS



Surveys observed that the Ballarat Marathon attracted visitors from every State and Territory across Australia, representing the national engagement of our event.

The largest group of interstate visitors were from New South Wales (40.8%), followed by South Australia (30.0%) and Queensland (14.6%).

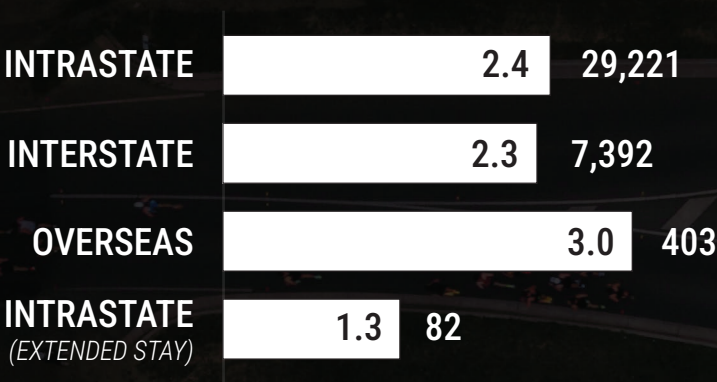
19 countries were represented by overseas travellers.

Runner Origins Source: Q3: Where do you normally live? Base: n=2,360, Q3b: In which State/Territory do you live? Base: n=260, Ballarat Marathon 2026_Online Survey_Visit Victoria REF.

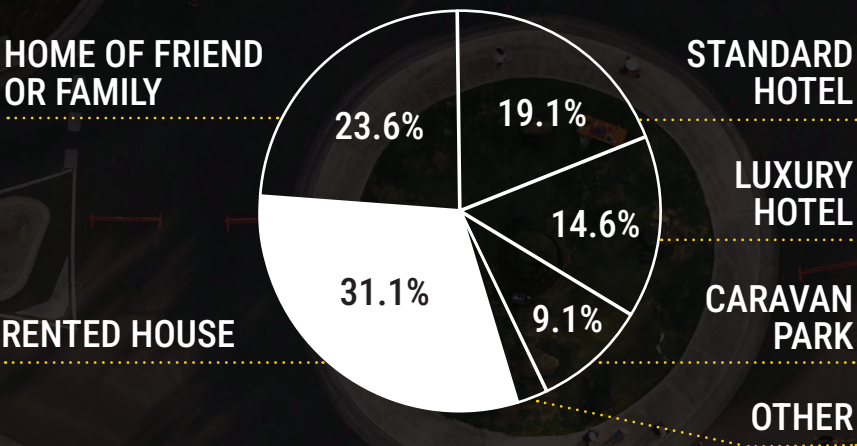
RUNNER PROFILE

37,000 VISITOR NIGHTS WERE CREATED IN BALLARAT

AVERAGE LENGTH OF STAY & TOTAL VISITOR NIGHTS



POPULAR ACCOMMODATION TYPES



ACTIVITIES UNDERTAKEN BEFORE AND AFTER THE EVENT

46.3%	Went to a Bar, Pub or Club	11.6%	Went on a trip out of Ballarat	5.3%	Went to another sporting event
34.7%	Visited friends and/or family	7.0%	Visited a cultural institution (museum, gallery)	24.9%	Other activity
30.5%	Went shopping	5.9%	Visited a winery/distillery/brewery		

Average Length of Stay & Total Visitor Nights and Popular Accommodation Types Source: Q7. In which of the following type of accommodation did you spend the majority of your overnight stay as a result of your attendance at the Ballarat Marathon? Base n=1,140, Activities Undertaken Before and After The Event Source: VV2: Thinking about when you attended the Ballarat Marathon 2026, what other activities did you undertake, if any, before or after? Base n=1,748, Ballarat Marathon 2026_OnlineSurvey_Visit Victoria REF

VISITOR NIGHTS

82% OF WASTE GENERATED SAVED FROM LANDFILL

%	WASTE TYPE	TREATMENT
18.10%	General Waste	Landfill
5.40%	Comingled Recycling	Recycled via Veolia
22.20%	Paper & Cardboard	Recycled via Veolia
42.70%	Simply Cups	Recycled via Simply Cups
6.60%	Donation Clothing	Donated Locally Red Cross
1.60%	Soft Plastic	Recycled via Veolia
3.30%	Container Deposit Scheme	Recycled via CDS VIC (Cleanaway)
0.10%	Organics	Composted locally via Veolia
0.001%	Medals	Recycled locally via BSRM

Source: Running Warehouse Ballarat Marathon - Post Event Sustainability & Waste Report



To ensure the highest level of sustainability, we teamed up with Closed Loop, the true pioneers of the Circular Economy in Australia.

The Closed Loop team sorted all event waste to ensure that everything was diverted into appropriate recycling streams.

SUSTAIN- ABILITY

DIRECT IN-SCOPE EXPENDITURE IMPACT FOR THE BALLARAT ECONOMY

\$6,800,000

ESTIMATED UNCONSTRAINED BENEFIT FROM TOTAL EXPENDITURE STIMULUS

\$9,900,000

The attraction of in-scope visitors resulted in \$6,220,816 in visitor expenditure being generated for the Ballarat economy. In-Scope day trip visitors to Ballarat spent between \$76 and \$270 per person, per day whilst in Victoria. Overnight visitors to Ballarat spent between \$125 and \$191 per person, per day.

The net event operations impact recognises the event delivery expenditure, made in Ballarat, which was funded by revenues sourced from outside Ballarat.

When adding the total in-scope visitor spend to the net event operations impact of \$540,039, the event created a total direct expenditure impact of \$6,760,855 for Ballarat. This is considered to be the new money generated for the region as a result of hosting this event.

The estimated unconstrained economic benefit, using the AIME approach, applies the total direct inscope expenditure to the General Input-Output

Multiplier (GIOM). The estimated unconstrained economic benefit attributable to Ballarat is \$9,885,355 calculated from the total expenditure multiplied by the Regional GIOM of 1.3.*

*The GIOM utilises the national input-output tables based on all industries in the economy. The GIOM is an industry multiplier that describes the impact on the economy given a change in demand. It estimates the unconstrained increase in demand in the economy given an increase in expenditure, in this case the direct in-scope expenditure attributable to the event. The GIOM was developed by DJSIR based on data from the Australian Bureau of Statistics, Australian National Accounts Input-Output Tables, 2007-08. Source: Ballarat Marathon 2026_OnlineSurvey_Visit Victoria REF

ECONOMIC
IMPACT

FUNDS RAISED

\$156,503

CHARITIES SUPPORTED

58

TOP 5 CHARITIES SUPPORTED

1	Ballarat Health Services Foundation	\$21,424
2	Cancer Council Victoria	\$19,139
3	Brain Cancer Australia	\$19,062
4	Foodbank Victoria	\$13,279
5	Raven Collective	\$11,865

TOP 5 FUNDRAISERS

1	Adam Bray	\$17,404
2	Madelaine Greenough	\$12,354
3	Steve Allen	\$11,865
4	Ryan Gauci	\$8,531
5	Corey Sammut	\$4,584

We partner with Grassrootz to give participants the chance to have a great impact when they took part in the 2026 Ballarat Marathon. They were encouraged to set up their own fundraising page, supporting a cause close to their heart. Our headline charity partner was Ballarat Health Services Foundation, which aims to make the Ballarat community stronger, healthier and happier.

Fundraising data source: ballaratmarathon26.grassrootz.com

FUNDRAISING
INITIATIVES



RUNNING
WAREHOUSE



CITY OF
BALLARAT



GUZMAN Y GOMEZ™
Mexican Kitchen

Ballarat City



SUBARU



ONE RUNNING

FIXX
NUTRITION

OUR SPONSORS