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Events Attraction Prospectus

Benalla Rural City - 2021

Benalla Rural City Council

Customer Service Centre
1 Bridge Street East, Benalla VIC 3671
Tel. (03) 5760 2600



Home of the renowned Benalla Art Gallery, high-speed action at the Winton Motor Raceway, street art, silo art, the nationally significant Winton Wetlands, events, cafes and so much more.

Benalla is two hours north of Melbourne and one hour south of Albury via the Hume Highway.

You are sure to Enjoy Benalla



About Benalla Rural City

In the heart of North East Victoria, the Benalla Rural City is ideally located only two hours from Melbourne and has a population of 14,000.

Located on picturesque Lake Benalla the major town of Benalla boasts a renowned regional art gallery, historic Botanical Gardens, performing arts centre, and many sporting and community facilities.

Close to the mountainous backdrop of Victoria's High Country it's characterised by rolling hills, rivers, lakes, rural plains and surrounded by wineries and gourmet food regions.

Benalla offers an excellent base to visit many of the region's attractions and of course many of its own:

- Benalla Art Gallery
- Benalla Aviation Museum
- Benalla Botanical Gardens
- Benalla Cinema
- Benalla Costume & Kelly Museum
- Benalla Street Art/Wall to Wall Festival
- Glenrowan Wine Region
- Gliding Club of Victoria
- Markets: Benalla Lakeside Craft & Farmer's Market (4th Saturday of the month), Violet Town Market (2nd Saturday of the month)
- Ned Kelly Touring Route
- North East Victoria Silo Art Trail, linking together the small towns of Goorambat, Devenish, Tungamah and St James and the significant Winton Wetlands. Start in Benalla, which is home to the Wall to Wall Street Art Festival.
- Rural Benalla. Discover the many things to see and do in the picturesque rural districts Baddaginie, Devenish, Goorambat, Swanpool, Tatong, Thoona and Winton
- Swanpool boutique cinema
- Winton Motor Raceway
- Winton Wetlands

Around the region

- King Valley Wine Region and Milawa Gourmet Region
- Mansfield – ‘Man from Snowy River’ country
- Strathbogie Ranges and National Parks
- Victoria’s High Country
- Yarrawonga/Mulwala Gateway to Murray River

Event history

Benalla hosts many major events. Its location, excellent infrastructure and ease of access make it an ideal location.

Benalla is Home to Winton Motor Raceway and plays host to a steady stream of visitors to the track that peaks with some of the country’s biggest automotive events from the V8 Supercars Championship series to a huge number of historic and competitive events as well as visits from car clubs and motoring enthusiasts.

The Gliding Club of Victoria has been based at the Benalla Airport since 1952 and is renowned throughout Australia and internationally as a site for gliding. Benalla hosts many state and national competitions between December and January and is often the preferred site due to its facilities and flying conditions. In January 2017 Benalla hosted the World Gliding Championships. The Balloon Association of Victoria also has a base at the Benalla Airport and usually fly the second weekend of every month.



Major events include:

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| • Austin 7 Club’s Historic Winton | • Pony Club National Championships |
| • Benalla Gold Cup | • Supercar Championship Series |
| • Benalla Festival in November | • Swanpool Motor Festival |
| • National Club and Sports Class Gliding Nationals | • Wall to Wall Street Art Festival March/April |
| • National Hot Air Balloon Championships | • World Gliding Championships |
| • Pontiac Car Club Nationals | |

Local Car Clubs

The Benalla Auto Club Inc is one of Australia's most popular car clubs and owns two permanent motor-racing circuits: Winton Motor Raceway and Wakefield Park Raceway, along with the Australian Auto Sport Alliance motorsport sanctioning body. Contact Winton Motor Raceway on 5760 7100 or email info@wintonraceway.com.au for further information.

www.benallautoclub.com.au

Venues

Benalla offers ideal facilities for event registration, meeting rooms, opening and closing ceremonies.



Benalla Art Gallery

The Benalla Art Gallery overlooks Lake Benalla and is available for functions in its beautiful galleries.



Benalla Performing Arts and Convention Centre

BPACC's modern and flexible meeting rooms are designed with the client in mind and can be equipped with the latest conferencing equipment. These rooms are ideal for small and medium-sized meetings such as seminars, training workshops and small conferences.



Benalla Racing Club

Considered one of Victoria's most picturesque racecourses. The venue offers conference, workshop and function facilities with an outdoor fully enclosed entertaining area.



Moira Benalla Club

Moira House is a magnificent old building which is classified by the National Trust of Australia. Set in tranquil gardens and lawn surrounds, fully licensed and air-conditioned the Moira Benalla Club is a great location for functions.



Winton Motor Raceway Corporate Centre

Winton's corporate centre can be hired independently of the circuit. With an amazing view of the track, located just metres from turn 1, the corporate facility is an ideal venue for business or social functions.



Benalla Town Hall

The Benalla Town Hall was constructed as the Municipal Chambers and Shire Hall in 1883 and is located in Nunn Street. Known as the 'Grand Old Lady' it holds a maximum of 250 people and can be utilised for a variety of events.



Lakeside Community Sports Centre

Offers stunning views across Lake Benalla and the Benalla showgrounds. The Glass House, as it is also known, caters for a variety of functions and seats up to 300 people.

Seating styles

[to be included]

Outdoor display areas

Benalla has a number of options available for the display of motor vehicles including:

- Benalla Gardens Oval inside/outside oval option
- Bridge Street adjacent to Botanical Gardens (side road closure required)
- Benalla Showgrounds Oval
- Fawkner Drive adjacent to Lake Benalla close to town centre (road closure required)
- Lake Benalla foreshore close to town centre (unsealed surface – weather permitting)
- Benalla Racing Club
- Winton Motor Raceway

Accommodation

Benalla offers a wide range of accommodation; more options are available within 30 minutes' drive.

- Bed and Breakfasts
- Camping
- Caravan Park
- Holiday rentals
- Farm stays
- Motels
- Pubs
- Self-contained accommodation

A comprehensive list of accommodation providers compiled by the Benalla Visitor Information Centre is available on request.

Food and beverage

Benalla offers dining experiences to suit every palate. Soak up the country charm at local pubs and beer gardens or indulge in modern cuisine at elegant restaurants. Benalla also takes its coffee seriously which is good news if you need a caffeine hit.

Enjoy wine tasting, food and wine trails and cellar door sales at one of the renowned wineries in the Glenrowan and Taminick region, Kooyonga Creek in Samaria and Tallis Wineries near Dookie. A list of cafés, restaurants, hotels and take-away options is available on request.



Catering options

[to be included]

Financial support opportunities

Benalla Rural City can provide event funding opportunities through community and event attraction programs:

- Community Sponsorship
- Major Event Funding Program

To be eligible for the Major Event Funding Program the event should offer the best opportunity to provide measurable economic benefits, have the potential to market Benalla Rural City outside the municipality and enhance local community life through participation by residents. The grants program opens annually in February and closes in mid-March. For more information visit www.benalla.vic.gov.au

Event support

Council's Events Coordinator can provide advice and assistance in planning your event in Benalla.

For further information, contact Sharon Geer on 03 5760 2600
or email: sharon.geer@benalla.vic.gov.au

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in everything