

# Media Release

**Steve Dimopoulos MP**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



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## WORLD-CLASS CYCLING ROLLS INTO BALLARAT

Some of the world's best cyclists will roll into Ballarat as part of the Jayco Herald Sun Tour next summer, in a major boost for the region's businesses and visitor economy.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced The 2026 Tour backed by the Allan Labor Government's Regional Events Fund, is expected to draw fans from across the country to watch the races.

As part of the five stages of the event, the peloton will ride through both Ballarat CBD and the surrounding regions, showcasing spectacular sites and scenery to fans around the world.

In a win for the city's hotels, cafes and restaurants – the men and women's race has been secured for two years, with riders to be based in Ballarat before riding through surrounding shires during the race.

The Tour was first held in Victoria in 1952, with the Labor Government partnering with NewsCorp to bring it back for the first time since 2020.

The first stage will begin just three days after the conclusion of the Cadel Evans Great Ocean Road Race, creating a two-week festival of cycling in regional Victoria.

Fans will also have front row seats to the Gran Fondo World Championships in October, meaning Victoria is now home to three world-class cycling races.

The Tour builds on a huge pipeline of regional events coming up across the state, including the Western Bulldogs' two AFL games and one AFLW game in Ballarat, the Rip Curl Pro at Bells Beach and the Grampians Grape Escape in Halls Gap – all contributing to the Victoria's record \$40 billion visitor economy.

### **Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos**

*"It is great to bring this world-class event back to Ballarat, showcasing the region and boosting hotels, restaurants and cafes across the region in the process."*

### **Quote attributable to Member for Wendouree Juliana Addison**

*"This is a huge win for Ballarat, because not only will our community get to see the world's best cyclists up close, but it will also be a huge boost for our local businesses."*

### **Quote attributable to Member for Eureka Michaela Settle**

*"Drawing world-class events like this provide a fantastic opportunity for Ballarat to be showcased to cycling fans around the globe, ensuring our region is front of mind when people book their next holiday."*

### **Quote attributable to Member for Ripon Martha Haylett**

*"Not only will the peloton ride through Ballarat, but they will also tackle different terrain across our region, showcasing the best of our communities and bringing the sport to more people."*

### **Quote attributable to Visit Victoria CEO Brendan McClements**

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*“This is another addition to a fantastic pipeline of events coming up in regional Victoria, which will help drive tourist visitation across our regions and showcase what makes our State ‘Every bit different’.”*

**Quote attributable to Women’s Race Director Grace Brown**

*“I’m thrilled to contribute to a race that places equality at its core, ensuring equal race days, prize money, and visibility for both the men’s and women’s editions.”*