



MAJOR EVENTS BRING FINANCIAL WINDFALL TO DUBBO REGION

A number of major events held over the last 12 months had a massive impact socially, culturally and economically for the Dubbo region with festivals and competitions bringing thousands of visitors and millions of dollars to the area.

Nine events were supported during the last 12 months under Dubbo Regional Council's (DRC) Destination Events Fund - Stream 1 returning an economic benefit of \$3.2 Million.

The events supported were the Wellington Vintage Fair; Burrendong Fishing Classic; Easter Showdown; Western District Ladies Golf Tournament; City of Dubbo Eisteddfod; Dubbo Winter Whisky Festival; Ranch Sorting National Championships Australia (RSNCA) National Finals; Dubbo Motor Fest and the NSW Primary Schools Sports Association (NSWPSSA) State Cricket.

"Council's return on investment of \$83 for every dollar spent was

balanced perfectly by the massive social and cultural benefits of these events,” Dubbo Regional Council Mayor Mathew Dickerson said

“It’s not just about the economic benefit; the uplifting effect these events have on communities in our region is absolutely priceless.”

Eight major sporting events were secured under Council’s Event Attraction Program and funding under its Destination Events Fund - Stream 2. The program aims to secure and retain major event activity outside school holiday periods and over multiple years.

Over \$10 million in economic benefit was delivered to the region during the last financial year with the running of the Cricket NSW Youth Championships; the Athletics NSW Country Championships; the Cricket NSW State Carnival; the NSW Swimming Championships; Little Athletics NSW Region 3; the NSW Touch Junior State Cup; the Little Athletics NSW Combined Carnival and NSW Junior Rugby Championships.

The standout event in the last six months was the NSW Touch Junior State Cup which demonstrated the Dubbo region has the capacity to support events of that magnitude.

Following the event’s success in 2023 NSW Touch granted the hosting rights to Dubbo for the next three years of the competition with the city surpassing other strong bids from across the state.

“An economic benefit to the region of \$13.2 million is a huge windfall for our communities and a testament to the hard work of volunteers, event managers and Council staff over the last six months,” Cr Dickerson said.

“Anyone who thinks they have an event that could have a long-term future in the region with support from Council should consider applying for funds to help our events calendar grow even further and bring even more visitors and tourism benefits to the area.”

Applications for Dubbo Regional Council's Destination Events Fund Stream 1 and Stream 2 are now open. Those interested in applying for either grant can find more information by searching “event assistance program” on Council's website .

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