



MAYORAL MEMO - 28 FEBRUARY 2024

This past weekend, Dubbo transformed into a bustling hub of activity and excitement as we proudly hosted the 2024 NSW Touch Junior State Cup - Northern Conference. The event was a monumental success, drawing in an estimated 9,000 junior touch football stars along with their families and supporters. The Lady Cutler Sporting Precinct, with its impeccably prepared grounds, became the centre of action as 202 teams from across the northern half of New South Wales competed in a display of skill, teamwork, and sportsmanship.

The quality of the event was evident in the glowing testimonials shared across social media platforms. Attendees praised the exceptional condition of the fields, with some mistaking the natural turf for artificial due to its impeccable state. The efforts of our staff in preparing the venue did not go unnoticed, earning widespread acclaim for their dedication to excellence. The seamless organisation of the event by NSW Touch, working closely with Council and the Dubbo Touch Association, coupled with the warm hospitality and top-class facilities, contributed to a fantastic long weekend for both participants and spectators.

From an economic perspective, the event was a boon for Dubbo and the surrounding regions. With accommodation across the city booked to capacity, many visitors sought lodgings in nearby towns such as Wellington, Gilgandra, Peak Hill, Narromine, and even as far as Parkes. This widespread influx of visitors significantly boosted the local and regional visitor economy, with an estimated \$4 million injected over the weekend. Local businesses, particularly food and beverage vendors, experienced unprecedented demand, with vendors on site talking of serving over five hundred of their individual products on each day of the event.

The event not only showcased Dubbo's ability to host a large-scale sporting event but also highlighted the community's spirit and hospitality. The warmth that we extended to visitors has undoubtedly left a lasting impression, enhancing Dubbo's reputation as a premier destination for major events. This positive exposure is invaluable in promoting Dubbo's brand, attracting future tourism, and encouraging similar scale events to consider Dubbo as a viable location.

Moreover, the success of this event serves as a testament to the importance of investment in local infrastructure and community services. The top-class condition of the sporting facilities and the efficiency of the event's organisation reflect well on the local governance and community engagement, setting a benchmark for future events in the region.

As the victorious teams celebrate their achievements and set their sights on the Junior State Cup Final Series next month, the broader community of Dubbo can also bask in the triumph of a successful event

that brought together people from diverse backgrounds in a celebration of youth sport. The economic uplift, coupled with the enhanced community spirit and Dubbo's reinforced reputation as a host city, are outcomes that will resonate far beyond the weekend's festivities.

Councillor Mathew Dickerson
Mayor of Dubbo Regional Council

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