

In 2016 Dubbo Regional Council installed a digital LED sign in Elston Park to provide an additional platform for event promotion. The Cobra Street location was chosen based on the high volume of passing vehicular traffic, the Elston Park's proximity to a bulk of accommodation and the popularity of Elston Park as a meeting place for families.

## PURPOSE OF THE SIGN

### Primary:

- Promote events that have broad community appeal
- Promote events with the potential to drive visitation to the Local Government Area
- Promote events that elevate the Region's reputation as an epicentre for events.

### Secondary:

- Provide a platform for Council to promote community messages that heighten the Region's civic and cultural well-being and positively promote the Local Government Area.

## GUIDELINES FOR INCLUSION

### Promotion of events:

- Only events meeting the Event Calendar Guidelines and are uploaded by the event organiser to [dubbo.com.au](http://dubbo.com.au) will be considered for placement on the digital sign
- Events that meet the primary purpose of the sign will be considered in line with demand and timing

### Community messages:

- Only community messages origination from organisations based in the Local Government Area will be considered if the messaging meets the secondary purpose of the sign
- Each message is restricted to one week (7 consecutive days)
- Organisations that help to promote the Region's key offerings to the events, new resident, visitors, and investment markets will be considered

### The following will be refused:

- Messages with a commercial focus
- Messages promoting community groups/activities, peak industry bodies, religious or political groups
- Messages that do not promote the Local Government Area or Dubbo Regional Council in a positive manner
- Messages promoting tobacco or alcohol use or distribution thereof
- Messages deemed as having the likelihood of affection Council's public image or reputation
- Fundraisers, membership drives, or registration events.

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### For support and assistance, please contact:

Dubbo Regional Council's Events Unit

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E: [regionalevents@dubbo.nsw.gov.au](mailto:regionalevents@dubbo.nsw.gov.au)