

## EVENT GUIDELINES

To be eligible to display your event on the Dubbo Region Events Calendar, please review the following guidelines and criteria.

- Must be held in the Local Government Area (or in part)
- Appropriate approvals must be in place prior to listing your event
- Live music performances can be added as an event as long as the performance is open to the public, has a set open and finish time, and the music/vocals are live (no recorded music/DJs)
- Residents and visitors to the local government area must be able to participate in the event or attend as a spectator. (Council may, from time to time, include a listing that promotes the local government area as a venue for events. This may, or may not, provide opportunity for locals to attend.)

Council has the right to refuse an event that:

- Does not promote the local government area in a positive manner
- Is a religious activity not offering entertainment value or lacking broad community appeal
- Is considered to be primarily about a commercial entity or business promotion
- Is seen to be commercially driven to promote products or services offered (eg product launches, brand activations, open days)
- Contains offensive, racist or abusive material/event elements
- Conflicts with Council's values, policies or statutory responsibilities
- Promotes politicians or political parties
- Involves the manufacture, distribution and sale of tobacco and tobacco-related products
- Involves the manufacture, distribution or wholesaling of alcoholic products to persons under 18
- Is deemed as having the likelihood of affecting Council's public image or reputation
- Is a corporate or community activity with an administrative or governance focus (eg. AGM, member meetings, board meetings)
- Is held at a venue that does not have relevant approvals and is not open to the public (eg private residence)
- Does not provide a learning or entertainment experience (e.g. networking function)

Activities that may be considered for inclusion on the Events Calendar:

- Events that are held in a public venue whose primary trade is not as an events venue (subject to relevant DA approval)
- Events organised by businesses that have an entertainment element (other than a special menu) to mark occasions such as Valentine's Day, Mother's Day or Christmas
- Fetes that welcome members of the community and visitors to attend
- Regular events that are free and open to members of the community and visitors
- Business events that have a business development/staff development focus – must be free to attend
- Workshop events that are free for the community to attend
- Fundraising events that have an entertainment value and broad community appeal
- Activities that are not offered as part of a business's ongoing operation
- Creative workshops that align with Dubbo Region's Cultural Plan (SPARC)

When uploading your event to the calendar:

- Event organisers are responsible for uploading information regarding their event
- Please ensure that you provide as much detail as possible to promote your event
- Appropriate approvals must be in place prior to listing your event
- All fields of the event upload form must be completed
- No upper case text permitted
- Emoji's will be deleted
- Minimum 25 word description
- Images must be JPEG format
- Images cannot contain text or logos
- Event organisers are responsible for notifying Council of any updates to details of the event
- Council will take no responsibility for error made by event organisers when an event is uploaded
- Council has the right to upload events as it deems necessary

#### EVENTS QUALIFYING FOR HIGHER LEVEL OR ADDITIONAL PROMOTION

In addition to promoting your event on the Dubbo Region Events Calendar, your event may qualify for higher level or additional promotion.

Platforms include:

- Weekly What's On document and eblast to a database of accommodation operators, media, local residents, and visitor information centres in the region.
- The Digital Sign located in Elston Park, Cobra Street, Dubbo
- Social media promotion on @DubboRegion

The following events may be eligible for additional or higher level promotion:

- Events sponsored by Dubbo Regional Council
- Events held at a Dubbo Regional Council venue
- Ticketed events
- Events with the potential to attract 500 or more attendees
- Events with that have broad community appeal
- Events that have the potential to drive visitation to the Dubbo Region.
- Events held by Great Western Plains partners (social media only)

**NOTE**

It is important that event organisers do not solely rely on promotion of events via Council's promotional channels and that all promotional platforms and media mixes are considered when creating the marketing plan for your event. In addition to paid advertising, have you considered the following free promotional opportunities?

- A dedicated Facebook/Instagram page
- Placement of posters in local businesses/shopping centres/motel reception areas
- Placement of posters in Dubbo Region's visitor information centres in Dubbo and Wellington
- Community service announcements and broadcasts via radio or television
- Media releases to local media outlets

Please contact Council's Events Unit if you require assistance to help shape your marketing plan.

**AREAS OF RESPONSIBILITY****The Event Organiser**

- Is responsible for uploading details to the calendar. Council takes no responsibility for events not listed, and subsequently, not promoted on the calendar.
- Must have relevant approvals prior to listing the event on the Calendar
- Upload all details of the event (including a description of the event that will help attract visitors or locals to the event)
- Provide Council with any changes as they may arise (changes to the events listing can only be made by Council staff – refer contact below)
- Advise Council immediately if the event is cancelled, postponed or sold out

**Dubbo Regional Council**

- Will moderate requests for inclusion on the Region's Events Calendar as per the guidelines  
NB: Please allow up to 3 working days for your event to be reviewed
- Correct any typographical errors including spelling, formatting and tense to maintain the standard and tone of the calendar
- Will, on advice from the event organiser, remove the event from the Calendar/make a note on the listing, if the event is sold-out or cancelled
- Will determine events that qualify for a high level of promotional support (as per below)
- Can reclassify the category of the event if not deemed most appropriate
- Reserves the right to amend formatting to ensure consistency across the site