

## EVENT GUIDELINES

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

- Must be held in the Local Government Area (or in part)
- Event organisers are responsible for uploading information regarding their 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
- Minimum 25 to maximum 100 word description
- Images must be JPEG format 600W x 250H
- Images cannot contain text or logos
- Event organisers are responsible for uploading details of the event to dubbo.com.au and ensuring the information is correct, including updates
- 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
- 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 an activity that is primarily focused on raising awareness of public health/safety or community amenity
- 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)

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

- 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
- Garage sales and activities that are raising money for a community organisation or individual
- 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 to participate/spectate

## 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 appear on the Event Calendar.
- 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)

## EVENTS QUALIFYING FOR HIGHER LEVEL OR ADDITIONAL PROMOTION

Additional levels of promotion (via channels managed by Dubbo Regional Council) may be provided to events deemed as having:

1. An ability to drive visitation to the LGA
2. Broad community appeal
3. An ability to build on the LGA's reputation as a destination for events.

The channels and types of additional support may include the following:

- Inclusion and appropriate space provided on the What's On document
- Mention of the event during weekly interviews on Radio 2DU and ZooFM
- Promotion via Council's social media channels
- Promotion of the event under Dubbo/Wellington on the VisitNSW website, visitnsw.com.
- Inclusion of the event in copy or editorial in various print and on-line mediums (as opportunities arise)
- Promotion of the event on the digital sign located in Elston Park, Cobra Street, Dubbo.

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For support and assistance, please contact:

Marketing, Events and Partnerships Team

P: (02) 6801 4000

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

## BUSINESS EVENT GUIDELINES

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

- Must be held in the Local Government Area (or in part)
- The event must have a business development/staff development focus
- Event organisers are responsible for uploading information regarding their 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
- Minimum 25 to maximum 100 word description
- Images must be JPEG format 600W x 250H
- Images cannot contain text or logos
- Event organisers are responsible for uploading details of the event to dubbo.com.au and ensuring the information is correct, including updates
- 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
- All businesses within the Local Government Area must be eligible to register/attend
- Commercial businesses are welcome to post events such as live music nights, markets or trivia competitions but business shall not advertise products or services offered by their business.

Council has the right to refuse an event that:

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- 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 an activity that is primarily focused on raising awareness of public health/safety or community amenity
- 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)

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

- Workshops
- Seminars
- Webinars
- Training
- Business networking events

## 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

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NB: Please allow up to 3 working days for your event to appear on the Event Calendar.
- 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)

## EVENTS QUALIFYING FOR HIGHER LEVEL OR ADDITIONAL PROMOTION

Additional Business events are not eligible for higher level or additional promotion via the following channels:

- Inclusion on the What's On document
- Promotion of the event under Dubbo or Wellington on the [www.VisitNSW.com](http://www.VisitNSW.com)
- Promotion via the digital sign located in Elston Park, Cobra Street, Dubbo

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