



## COUNCIL TO COMMIT TO EVOCITIES PROGRAM UNTIL 2023

Dubbo Regional Council will commit to the Evocities program until June 2023 after it resolved to renew a Memorandum of Understanding (MOU) with the six other member Councils.

Council voted unanimously to continue involvement in the program for another four years starting from July 2019, during the November meeting of the Economic Development, Business and Corporate Committee.

Dubbo has been a founding partner of the Evocities since its inception in 2005 and signed the first MOU with Albury, Armidale, Bathurst, Dubbo, Orange, Tamworth and Wagga Wagga Councils in 2009, ahead of the official launch of the program in September 2010. The MOU has previously been renewed in 2011, 2013 and 2015 with the Current MOU due to expire on 30 June 2019.

Acting Committee Chair Stephen Lawrence said the decision to commit for another four years was straightforward.

“This decision will ensure Evocities continues and will mark a decade of successfully marketing regional cities to metropolitan residents in 2020,” Councillor Lawrence said.

“The combined strength of the seven biggest regional Councils in NSW has helped to solidify the Evocities brand and it is clear to see there has been significant market penetration through the program.

“With unprecedented levels of infrastructure development occurring in the region and a 2.5 per cent unemployment rate recorded for the June quarter it’s critical that the city works on attracting the skills and workforce to deliver projects and support the ongoing capital growth – and Evocities is a key part of Council’s efforts.”

A report presented to Council found in eight years since September 2010, the Evocities have collectively welcomed 3,619 new households, who contribute to the economies of the participating regional cities, and provide other benefits including lifting median incomes, encouraging business growth, increasing tourism and growing participation in community groups.

Some key outcomes from the campaign since its launch in September 2010, as at end September 2018, include:

- 638,988 visits to [Evocities.com.au](http://Evocities.com.au);
- Over 2.4 million visits to [Evojobs.com.au](http://Evojobs.com.au);
- Over 47,500 jobs promoted;
- 8,078 responses made to potential relocators enquires; and

- 2,922 media placements across both traditional and online media reaching a potential audience of more than 180.5 million people.

The report also found it was unlikely Council would get the same return on investment if it left Evocities and tried its own subsequent marketing efforts to attract relocators.

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