



COUNCIL CONTINUES TO BUILD ON STRATEGIC PARTNERSHIPS

Dubbo Regional Council (DRC) plays a pivotal role in the creation and continuation of a number of strategic partnerships in the Dubbo Region that provide economic, social and cultural benefits to the local community.

“Council has a strong commitment to continue to build on its foundations for the strategic partnerships in the region and works closely behind-the-scenes with key partners to further progress and develop on these programs,” Mayor of Dubbo Regional Council, Mathew Dickerson.

As part of the 2023/2024 draft budget and operational plan, Council is committed to delivering continued growth and support for its existing strategic partnerships. The Destination Marketing Partnership Program is just one area of focus for the next 12 months, to grow visitor numbers to the region and further leverage the Dubbo Region into key markets including Newcastle, Sydney and Canberra.

The Destination Marketing Partnerships Program is a self-sustaining

program where-by local businesses, accommodation providers and tourism attractions invest into the program to feature in the Dubbo Region visitor guide, on the dubbo.com.au website and the overall marketing program for the region.

“It is the financial contribution of partners from the local region that allows Council to market and promote the destination and work collaboratively with its partners on campaigns such as the Great Big Adventure Pass.”

“The visitor economy is worth over \$207 million to the Dubbo Region and Council is committed to building consistent growth in this area especially after recent disruptions from COVID-19 and natural disasters.”

Another example of a strategic partnership is the Shaping Plans to Advance Regional Culture (SPARC) Plan. This is a five year framework detailing priorities for Council's development for arts and culture in the Dubbo Region.

SPARC supports cultural growth through partnerships with community groups, creative practitioners, service and education providers to provide programming and project support.

Over the last three years SPARC has supported up to 15 organisations each year to present more than 80 events and provided funding of more than \$45,000 directly to the community.

“Funding is provided to projects across the creative and cultural spectrum from emerging and grass-roots projects to allow these projects to commence and gain momentum in the community in the hope they become more viable and a common occurrence in our

community,” Clr Dickerson said.

The draft 2023/2024 budget, delivery and operational plan are currently on display with community feedback invited until 5pm, Monday 29 May 2023. View the associated documents and further information at <http://yoursay.dubbo.nsw.gov.au> or view hard copies at Council’s Customer Experience Centres in both Dubbo and Wellington and the Macquarie Regional Library branches in Dubbo and Wellington.

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