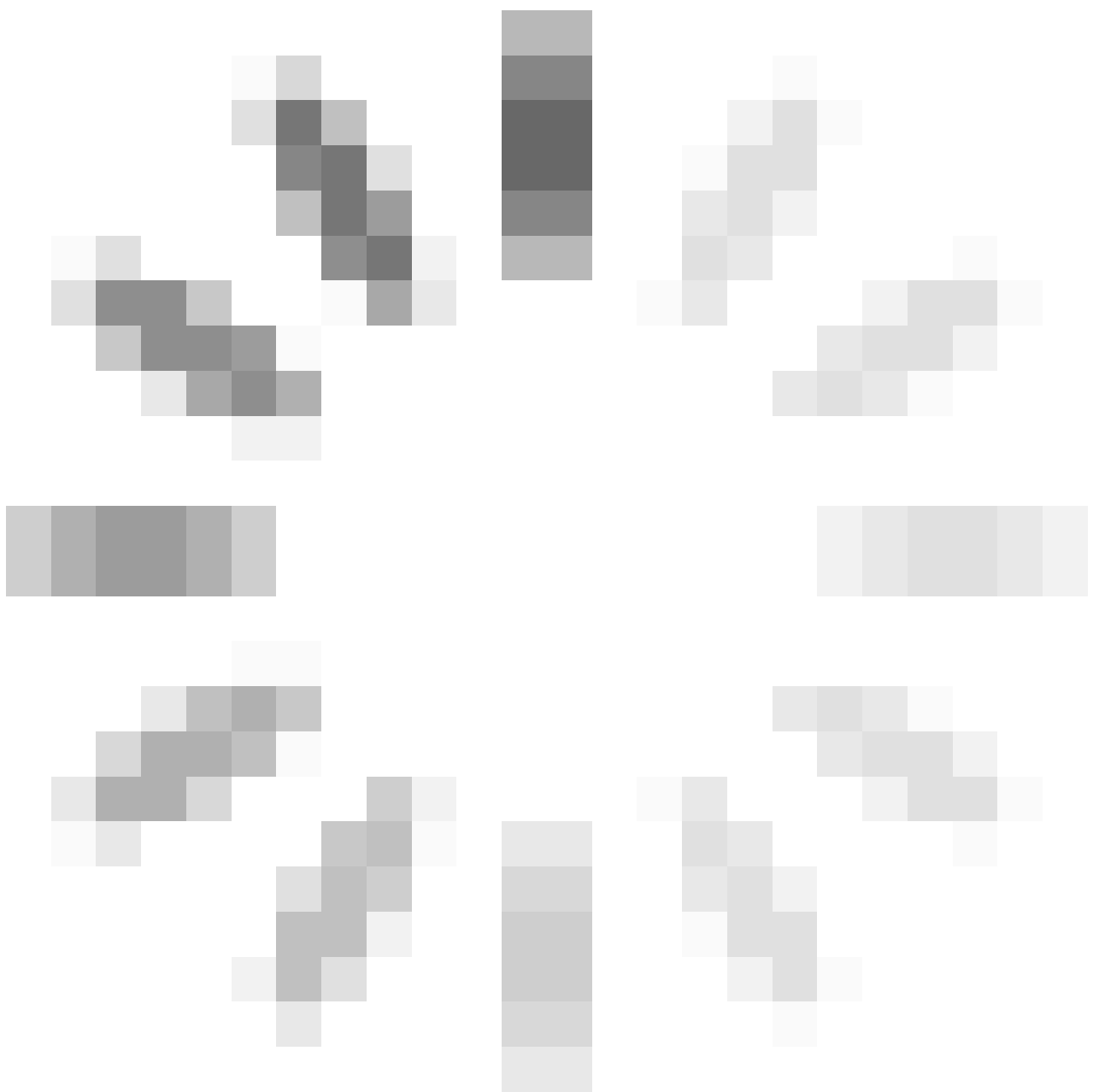




# PARTNERSHIP PROGRAMS



Dubbo Regional Council aims to work collaboratively with community and industry to deliver great outcomes for residents and visitors. Take a look at the range of partnership programs that are available.

## CBD PROMOTIONS PROGRAM

Dubbo Regional Council's Ignite Program is always keen to work with organisations and community initiatives which enliven and make great use of the CBD. Through the CBD Promotions Program, Ignite works to offer a range of assets to support you in the promotion of your event.

Status: Currently open for bookings.

Download a copy of the 2023/24 prospectus for the CBD Promotions Program; 2023/24 CBD Promotions Program Prospectus ( 5.7MB)

Contact us at [ecdev@dubbo.nsw.gov.au](mailto:ecdev@dubbo.nsw.gov.au) for further information.

## CHRISTMAS PROGRAMS

Each year, Dubbo's 'Smile It's Christmas' and Wellington's 'Jingle on the Bell' campaigns bring Christmas cheer!

Status: Expressions of interest for the Your Dubbo Region Christmas Campaign have now closed, but more partnership opportunities will be available soon.

Register your interest for a notification when other opportunities re-open, contact us at [ecdev@dubbo.nsw.gov.au](mailto:ecdev@dubbo.nsw.gov.au)

## DESTINATION PARTNERSHIP PROGRAM

The Destination Partnership Program delivers a printed and digital Visitor Guide and New Resident Guide. Advertisers in the Guides are automatically included in 18 months of robust marketing, advertising, promotions and PR delivered by Dubbo Regional Council's marketing team. Each Guide has several advertising options to suit a range of

budgets, with bundled benefits scaled to suit your business' investment in the Program. The prospectus document released at the commencement of a new Program outlines the different advertising options and the benefits applied to each.

Program partners also receive unique opportunities to leverage Council's destination marketing activity, brand-led campaigns and in-destination promotion via our Region's two Visitor Information Centres.

Status: Bookings for the 2023/24 Visitor Guide closed in July 2023.  
Bookings for the 2023/24 New Resident Guide closed in August 2022.

This Program runs on an 18 month cycle. Register your interest to be notified when partnership opportunities re-open. Contact us at [marketing@dubbo.nsw.gov.au](mailto:marketing@dubbo.nsw.gov.au) for a copy of the prospectus for the next Program when available.

## **DRTCC HOSPITALITY PARTNERSHIP**

There's no business like show business! Dubbo Regional Theatre and Convention Centre's 2024/27 Hospitality Program provide incentives and add-on benefits to our Season Subscribers, theatre sponsors and touring artists.

Status: Bookings for the 2024/27 Hospitality Program closed in September 2023.

Register your interest for a notification when other opportunities re-open, contact us at [drtcc@dubbo.nsw.gov.au](mailto:drtcc@dubbo.nsw.gov.au)

## **DUBBO REGIONAL AIRPORT PARTNERSHIP PROGRAM**

The Dubbo Regional Airport Partnership Program 2021/24 offers bundled benefits across signage, web and print platforms. Our Welcome and Departure partnerships include digital wall advertising, brand placement on our website. Thirty-six month partnerships offer brand and product exposure to people who utilise the airport and its services annually. A twelve month digital option is also available for advertisements on the digital arrivals wall. Whether you are welcoming or bidding farewell to friends, colleagues or family, the airport has a constant flow of people. As a partner of the program, you will amplify your brand to what is a largely deemed an engaged, high-income Sydney-market.

Status: The twelve month digital option is currently available for booking. Opportunities for thirty-six month options are re-opening soon.

Register your interest for a prospectus or notification when further partnership opportunities re-open, contact us at [airport@dubbo.nsw.gov.au](mailto:airport@dubbo.nsw.gov.au)

## DUBBO SKILLS WORKFORCE PORTAL

Dubbo Skills workforce portal is an initiative of Dubbo Regional Council to assist in connectivity of opportunities for employment and job seekers. Facilitated by Council's Economic Development Team, this program is free to sign up to for both employers and skilled workers.

Status: Always available.

To register your business visit [Register your Business](#), or to register as a job seeker visit [Register your Skills](#). For additional information and support contact us at [ecdev@dubbo.nsw.gov.au](mailto:ecdev@dubbo.nsw.gov.au)

## EVENT ATTRACTION PROGRAM

The Event Attraction Program offers opportunities for local event stakeholders to promote their businesses and services to potential events attraction initiatives of Council's Regional Events branch. Opportunities are also available for sponsorship of touring, attracted and delivered events.

Status: Always available.

Register your interest for a notification for specific partnership opportunities, contact us at [regionalevents@dubbo.nsw.gov.au](mailto:regionalevents@dubbo.nsw.gov.au)

## MY DUBBO REGION SHOPPING CARD

The myDubbo Region shopping card is an EFTPOS-based gift card that works like any other gift card or voucher based system, the only difference is the money can only be spent in Dubbo, Wellington and surrounding villages at participating businesses. The cards cannot be redeemed outside of the participating store network, and Dubbo Region businesses can choose to participate in the program with free registration, and ongoing support from Council's Economic Development Team.

Status: Always available.

Register your businesses participation at myDubbo Region Gift Card Business Registration, for additional information and support contact us at [ecdev@dubbo.nsw.gov.au](mailto:ecdev@dubbo.nsw.gov.au)

## VISITOR INFORMATION CENTRE PARTNERSHIP PROGRAM

The Dubbo and Wellington Visitor Information Centre (VIC) Partnership Program is an 18-month program providing businesses with the opportunity to promote goods and services to the Visitor and New Resident Market. The program provides promotional and information channels via [www.dubbo.com.au](http://www.dubbo.com.au) and the Dubbo and Wellington Visitor Information Centres.

Status: Always available.

Contact us at [ecdev@dubbo.nsw.gov.au](mailto:ecdev@dubbo.nsw.gov.au) for a copy of the prospectus when available.

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