

# FACTSHEET

## INTRODUCTION

The **Your Dubbo** Program has been developed to encourage our local and regional community to spend in Dubbo and support local business growth.

It also aims to educate, empower and reward Dubbo businesses for supporting a culture of positive customer service in our City.

The Program will celebrate, recognise and reward:

- Businesses for providing excellent customer service, products and experiences
- Customers (local and regional) who support Dubbo businesses.

## Customer

There will be one prize of \$5,000\* awarded to a customer, via a lucky draw system, who has entered the **Your Dubbo** competition through shopping at a participating business. *Note: winning customer must spend prize money at participating businesses.*

## 3. Education

There will be a structured training and development Program on offer for your business to build on your existing customer service knowledge. In addition, a **Your Dubbo** handbook will be distributed to equip you and your staff with valuable information and interesting facts about our City.

## 4. Research

A key outcome of the Program will be the supply of independent customer research and business feedback.

This will occur in two ways:

- The customer competition will motivate customers to provide you with valuable information about your business and customer service experience. Feedback will be collated and your business's individual results will be provided back to you. Two reports will be given, the first during November and the second in February.
- The 'mystery shopper' component will provide you with reports on specific examples of customer experiences in your business.

Collectively, the Program will also provide the City with data on its local and regional customer base and service experiences. *Note: no businesses' individual results or feedback would be identified as part of this report.*

## COLLABORATION

The Program is an initiative of Dubbo City Council and Dubbo Chamber of Commerce, developed in consultation with a range of local business stakeholders. All key elements of the campaign are being sourced from, or provided by, local businesses.

## ABOUT THE PROGRAM

The Program consists of four main components:

### 1. Promotions

The Program includes an \$83,000 promotions campaign including print, radio, TV, outdoor and online. The three month campaign will promote the City as the regional centre for retail, services and experiences. In addition, there will be an extensive public relations campaign, involving local media and social media, highlighting the City's offering and showcasing positive customer service experiences.

Participating businesses will also receive a listing in the Dubbo business directory on [dubbo.com.au](http://dubbo.com.au), renewable in May 2013 (those businesses who have already paid for a listing will receive priority placement in the directory).

### 2. Rewards

#### Businesses

A total of \$20,000\* in prize money (1st - \$10,000, 2nd - \$6,000 and 3rd - \$4,000) will be awarded to three participating businesses, that - based on research and feedback - demonstrate a proactive commitment to servicing customers. An additional \$2,500\* will be awarded to a participating business via a lucky draw system. *Note: winning businesses must spend prize money in or on their business.*



### 1. PROMOTIONS



### 2. REWARDS



### 3. EDUCATION



### 4. RESEARCH

The *Your Dubbo* Program has been designed to be delivered in partnership with the local business community, including:

- One Major Program Partner
- Eight Program Supporters
- Four Media Supporters
- An anticipated 120 participating businesses

## 2012 PROGRAM KEY DATES

16 August	Business Information Evening and registrations open
10 September	Registrations close
24-28 September	Distribution of <i>Your Dubbo</i> Packs to businesses
2 October	Commencement of Program
13 December	Conclusion of Program
15 December	Public announcement at the Church Street Rotunda of winner of \$5,000 (consumer)
6 February 2013	Announcement of winning businesses and distribution of final customer feedback

## WHAT YOUR BUSINESS WILL RECEIVE

The *Your Dubbo* Pack includes:

- Program sticker to display in your business window
- *Your Dubbo* handbook
- Entry forms and entry box
- *Your Dubbo* badges
- *Your Dubbo* business directory brochures to distribute.

### Promotional and business development benefits:

- Collated data and feedback collected from your customers' entry/feedback forms
- An invitation for one staff member to attend one of a number of customer service workshops delivered by TAFE Western and the opportunity to undertake additional training
- A listing in the *Your Dubbo* business directory brochure
- A listing in the Business Directory on [dubbo.com.au](http://dubbo.com.au)
- Opportunity to undertake customised customer service and development Program, at a reduced rate, with Program supporter Aurora Research and Development
- Participation in a Program that will receive extensive media coverage and advertising, including potential exposure for your specific business.

## REGISTER

1. Registrations can be completed online at [www.dubbochamber.com.au](http://www.dubbochamber.com.au) or alternatively a hard copy can be downloaded.
2. Complete registration form and make payment of \$165 (including GST) by **Monday, 10 September 2012**
3. From the launch date of 2 October until 13 December:
  - Display the Program sticker in your business window
  - Display entry box and business directory brochures
  - Distribute entry forms to customers that spend in your business, encourage them to provide feedback
  - Forward entry forms to Visitor Information Centre
  - Encourage your staff support the Program.

## MORE INFORMATION

Contact the Program coordinator, Nicole Stevens:

P. 02 6801 4458

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

or visit

**DUBBO.COM.AU/  
YOUR DUBBO**

## PROGRAM & MEDIA SUPPORTERS

- Aurora Research and Development
- Bosweb Systems
- Dubbo Printing Works
- Colour Copy Shop
- Rhino Promotions
- Thrive Media
- Ultimate Digital
- TAFE NSW Western
- 2DU / ZooFM
- Daily Liberal / Shopper
- Dubbo Photo News
- StarFM

AN INITIATIVE OF



MAJOR PARTNER

