



# **CITY DEVELOPMENT ACTIVITIES REPORT**

Phase one:  
April – June

2014

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## Section 2

# City Development Strategy Map



The following report includes activities undertaken or completed in the three month period April – June 2014.

## Section 3

### 1: City Investment

Support the attraction of new investment and respond to opportunities to grow City investment.

#### Key performance indicators - Jan 2014 – Dec 2014

- KPI: 100 investment enquires provided with assistance  
**102 enquiries provided with assistance (Jan – June)**
- KPI: 12 investments / projects realised  
**11 projects realised (Jan – June)**
- KPI: 600 new resident enquiries responded to, 120 new residents relocate to the City  
**179 new residents enquires have been managed through the Evocities program, with 117 people/61 families registered in the program have moved to the City. (Jan – June)**

#### Major Outcomes – April to June 2014

- Presented region-wide economic and tourism investment opportunities to 14 visiting Consular Generals.  
**Outcome: several follow up calls to NSW Trade and Investment and Netherlands Consul General visiting Dubbo in June to meet with government and business leaders.**
- Provided high-level, tailored assistance and economic data to parent company to support establishment of a major retail operation in the Dubbo CBD.  
**Outcome: DA submission is currently being prepared.**
- Assisted 80 new resident enquiries.  
**Outcome: 38 people (16 households) have moved to Dubbo.**
- All time page views of Dubbo's online Economic profile were 8,598 and 4,008 for the Community profile as at May 2014. Majority of users were from Sydney, Melbourne, and Dubbo. For more details, see Annexure E: Economic Development Outcomes.

Consular general

Screen shot of Economic Profile: <http://www.economicprofile.com.au/dubbo/>

## Section 3

### 1.1 Support the City to migrate to a digital economy and maximise opportunities

#### Activity

- Provided NBN Co with urban area subdivision information to inform its Geocoded National Address File (GNAF) counts in new development areas, particularly Delroy Park and Kintyre, so that it may continue with the planning and design stages of the Dubbo rollout.
- Dubbo City Council (Organisation-based) Digital Economy Strategy adopted.
- Dubbo Digital Economy Strategy and Delivery Plan being presented to June Council meeting, with identified activities to be included in the 2014/2015 Economic Development Action Plan.
- Application by Inland NSW for developing a new regional digital distribution platform was successful – \$800,000 over two years under the NSW Government's Regional Visitor Economy Fund (RVEF).
- Proposal to redevelop Council's corporate website approved.

### 1.2 Facilitate or implement activities that support investment attraction

#### Activity

- City Investment DVD is in development. Includes industry interviews to promote doing business in Dubbo.
- Quotes received for static displays. Aim is to promote and ensure positive representation of development in the City.
- Conducted a city tour for 14 Consuls General and provided input into presentation of economic and tourism investment opportunities in Dubbo and the region.
- Facilitating a similar but tailored opportunity for the Netherlands Consul General in late June 2014.
- 112 materials provided to prospective investment and development/expansion enquiries this quarter, including international Consuls General, financial institutions (to forward to clients), potential new manufacturing business, and potential new residents.
- 9 media releases positively promoting development in the City.
- Responded to and conducted meetings with 13 potential investors and developers year to date (Jan-June), activities in the quarter included potential tourism, retail, real estate investment, professional services, mining and accommodation services.

### 1.3 Provide a responsive, high quality service in regards to investment, new resident and visitor enquiries

#### Activity

- Continue to maintaining and supporting: community profiling tools, economic profiling tools, relevant ABS releases, residential property reporting, Tourism Market Report, Evoindex and tipping research, local new resident and visitor survey data.
- Continuing to update the Online Business Resource Centre.
- All time page views of Dubbo's online Economic profile was 8,598 and Community profile was 4,008 as at May 2014, with majority of users accessing the data from Sydney, Melbourne, and Dubbo. (Dubbo is REMPLAN's most popular profile)
- Post event Country v City Industry Survey completed.
- Negotiations to increase access to regional data complete.
- Regional Data opportunity communicated to regional economic development stakeholders.
- City Development staff trained in and now using digitally integrated stakeholder database.
- Supported Evocities quote submission from to Trade and Investment NSW for market research for regional marketing project.
- Information provided to Narromine, Gilgandra and Wellington Councils to encourage use of dubbo-jobs website.
- Information provided to Education and Training industry sector to encourage use of dubbo-jobs website.

## Section 4

## 2: Industry Development

### Support local industry sectors and the expansion and retention of city business

#### Key performance indicators - Jan 2014 – Dec 2014

- KPI: Mining Strategy is developed and adopted  
**Draft strategy presented to Executive Staff in June.**
- KPI: 2 business development programs supported  
**Your Dubbo: business development workshops completed. 30 applications received for funding under the Program's Business Development Grant.**
- KPI: 800 people remain on City information database  
**796 on database**
- KPI: 130 in businesses in Partnership Program  
**Partnership Program has 220 members**

#### Major Outcomes – April to June 2014

- Your Dubbo Program engaged more than 450 business owners and staff, and more than 5000 customers provided feedback.  
**Outcome: broadened opportunity for networking and information sharing between business and customers.**
- The Program received attention from State and interstate business and Councils interested in replicating the successful program.  
**Outcome: Dubbo seen as leading LGA in areas of industry development.**
- Dubbo Skills Audit and Employment Projection report completed.  
**Outcome: report will inform and assist future decisions specific to the Dubbo-centric employment, training and skills attraction program.**
- 170 jobs uploaded Evo Jobs website.  
**Outcome: 9,484 visits to the website.**
- Extended access to Evocities opportunities to areas within 100km radius of Dubbo LGA.  
**Outcome: greater capacity and opportunity to attract new residents.**
- Negotiated affordable access to economic and demographic data and impact assessment capabilities for ten (1) regional LGAs.  
**Outcome: LGAs assessing opportunity; RDA indicated intent to accept offer; regional LGAs working together.**

Trade\_Training\_Centre

Skills\_Audit Report Cover: U:\CD\  
City Development\4. Workforce  
Development\Skills Audit and  
Program

## Section 4

### 2.1 Deliver activities that support industry collaboration, business expansion and retention

#### Activity

- 2014 Your Dubbo Program ongoing. Major Partner is Orana Mutual and Business Development Partner is Principle Focus. Supported by Chamber of Commerce, Thrive Media, Ultimate Digital, Bosweb Systems, Daily Liberal, Photo News/Weekender, Star FM, 2DU/ZooFM and Taronga Western Plains Zoo and Rhino Promotions.
- Supported the Chamber of Commerce through Platinum Sponsorship of its 2014 Rhino Awards for business excellence.
- Dubbo Skills Audit and Employment Projections report presented to the Economic Development Advisory Committee (EDAC) and the Education & Training sector. EDAC to workshop the report in June to identify focus areas for industry expansion.
- VIC directional signage audit complete. New directional signs to be erected next financial year.
- Provided input to development of river corridor masterplan (specific to the Visitor Information Centre – Multi Purpose Decking Stage, Macquarie Lions Park Area).
- Provided venue and support for the official launch of the Macquarie River Trails – Bird Watching Trail Guide for the region.
- Provided Marketing and Promotions presentation in addition to hosting a City Tour for the Canberra Girls Grammar School Business students.
- Hosted a City Tour for Singleton Probus Club.
- Supported Kinross Wolaroi School Community Service Program .

### 2.2 Attract and engage new residents and undertake workforce development

#### Activity

- Dubbo Skills Audit and Employment Projections Report presented to Councillors, Executive Staff, Economic Development Advisory Committee (EDAC) and the Education & Training sector. Outcomes from report and workshops to be integrated into the 2014/15 Economic Development Action Plan.
- Potentially engaged University of Sydney to conduct qualitative research to support and progress the Skills Audit and Employment Projections Report findings.
- Input provided as necessary to Regional Skills Audit being coordinated by RDA Orana.
- Sponsorship of Dubbo Business and Training Calendar (via Chamber of Commerce) – a central location for all business training and development opportunities, promoted via the Chamber's networks. Approximately XX events featured this quarter, including Chamber events, accredited training programs, business workshops, webinars, networking events, and Women in Business events. (Awaiting feedback from Chamber).
- Distributed information to education and training sector on how to recruit via EvoJobs at Skills Audit and Employment Projection Report presentation.
- Negotiated and secured with Evocities the ability to list jobs within 100km radius of Dubbo
- Provided 2 case studies of the individual new residents who have relocated to the City to the Evocities media office.
- Evocities made 15 media appearances (April – May 2014) reaching an audience of 7,476,765.
- Two of Dubbo's relocated resident case studies were featured in the SMH Domain and Career FAQ (an online career portal).
- Branch actively supports local businesses by uploading jobs and encouraging registrations to Dubbo job website. For the quarter to May 2014, there were 170 jobs were uploaded and 9,484 visits to the site.
- The Branch continues to try and engage the business community with feedback on how the site generated interest to encourage them to self-recruit and manage their own accounts within the Dubbo jobs site in the future.
- Local prospective and new resident survey (commenced last quarter) ongoing. The survey serves as a customer satisfaction tool with services through the Branch but also assists in identifying challenges faced by potential or new residents.

## Section 4

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- Communication of external training programs and resources: Skills @ Work opportunities to education and training sector, Confidence Communication Connection with Chamber of Commerce and Dubbo Young Professionals Network, Coachwell Australia's Coaching and Mentoring Program to ORIN members.
- Positive media exposure for City in this quarter include: Mr Funster (social media), Shop to you Drop (niche magazine), Time to Roam (caravan/camping magazine), Sunday Herald – Body+Soul magazine.
- Branch staff toured the Orana Trade Training Centre and is preparing a case study profile to include in investment packs. Discussions with the Centre management regarding opportunities to open the Centre to mining-related business and training were promising.

### 2.3 Encourage two-way communication and alliances between Council and stakeholders

#### Activity

- Events and forums attended or hosted in this quarter include: Orana Economic Development Officers network, Chamber of Commerce events, TASAC meeting, Your Dubbo Program event at Orana Mutual.
- Supported NSW Premier and Cabinet to facilitate tour of Dubbo and region by 14 Consuls General in conjunction with NSW Trade and Investment and RDA Orana.
- Established regular meetings between Council and RDA Orana.
- Promotion of City Development Services at Dubbo Show.
- Presentation to West Dubbo Rotary.
- Dubbo Skills Audit and Employment Projections Report presented to Councillors, Executive Staff, Economic Development Advisory Committee (EDAC) and the Education & Training sector in open forum format.
- Dubbo City Partnership Program currently has 220 members.
- Continue to regularly engage with Partners to help develop their business through the provision of visitor feedback
- Customer relationship database system AIM Database now in use.



## Section 5

### 3: City Events

Support the attraction of new events and conferences to the City whilst promoting and supporting the development of the current event market

#### Key performance indicators - Jan 2014 – Dec 2014

- KPI: Submit six major event bids and support attraction of two major events per annum  
**Awaiting outcome of six (6) bids submitted with a total potential economic benefit of \$3.8M.  
Two bids were submitted during the quarter April – June 2014.**
- KPI: Event organisers report 90% satisfaction with support received via the Event Support and Development Program  
**Survey undertaken June 2014.**
- KPI: 70 local events provided with support via the Event Support and Development Program  
**64 events were supported via the Program (Jan-June)**
- KPI: 500 events uploaded to the City's event calendar on dubbo.com.au  
**155 events were promoted on dubbo.com.au (Jan-June)**

#### Major Outcomes – April to June 2014

- Country v City bid resulted in strong economic benefits and “priceless” promotion for the City
- Six (2) bids submitted with a total potential economic benefit of \$739,000
- Expansion of the Event Organisers Toolbox and expansion of event attraction materials to include the video, “The Perfect Pitch” .
- More than 30 hours spent by staff assisting 33 events. Ninety (90) events promoted on the City's events calendar.

image - The Pitch Video - screen grab – please link to Youtube: <https://www.youtube.com/watch?v=c01TS4cGCp0&feature=youtu.be>

## Section 5

### 3.1 Deliver adopted City Events Strategy to support development and sustainability of the local event industry

#### Activity

- Support has been provided to aid ongoing development of an effective Dubbo Event Network, including facilitation of communications and administration of meetings. Two (2) meetings have been held year to date. A training and development forum is scheduled for July.
- Local event organisers 'Tool Box' has been expanded to include suppliers of audio/visual, catering and entertainment
- Stream 1 of the Event Development Fund closed on 30 June 2014. Ten (10) events shared a total of \$4,455 in cash and/or in-kind services under the Event Development Fund's \$,1000 or less stream. Stream 2, funding \$1,001 or more, will open in September 2014.
- Development of a Regional Events Strategy been included in the Destination Management Plan. Activity will be lead by Inland NSW in co-operation with member Councils.
- Survey undertaken of industry based on levels of support provided to Industry.

The survey was sent to a database of 70 and was also communicated via social media. As only Results of the survey in terms of satisfaction are as follows:

A total of 7 respondents returned mixed results as follows:

Activity	Satisfaction level
Dubbo Events Network	xxx
On-line promotion – what's on	xxx
On-line resources – Event organisers toolbox	xxx
Communication with industry	xxx
Event funding	xxx
Promotion of events	xxx
Advice and assistance	xxx

The Branch is currently working on addressing the areas of *industry collaboration* and *communication with industry* taking into account comments received.

### 3.2 Undertake local event support and promotion program

#### Activity

- Events being promoted to the local community via various communication channels including: website, social media, radio, information boards, radio and eBlasts.
- Events promoted include: Titan Macquarie Mud Run; Reigning on the Plains: Toyota Nationals; Dubbo Bridal Expo; Country v City; Annual Dubbo Show; Youth Week Events; Anzac Day Services; 2014 Michael Egan Rotary Book Fair; The Wiggles – Apples & Bananas Tour!; Boarding Schools Expo, and The Early Ford V8 National Meet – "V8 Dream in 2014".
- 477 subscribers to the What's On receive the weekly calendar of events
- Event promotion undertaken weekly on local AM and FM radio stations
- 20 events promoted on Destination NSW's Visit NSW website
- Key events for the quarter promoted across four (4) city information board located at Taronga Western Plains Zoo, Old Dubbo Gaol and Village Bakery Cafe .

## Section 5

### 3.3 Deliver, and support development of event attraction activities

#### Activity

- Bids completed this quarter:

Event	Exp Vis.	Nights	Date	Outcome	Value to City
National Shearing Championships	300	2	2015	Awaiting advice	\$79,000
Manly Warringah Club game	5,000*	1	2015	Awaiting advice	\$660,000

\*10,000 expected at the game

- Previous bids

Event	Exp Vis.	Nights	Date	Outcome	Value to City
Regional Arts Australia National Conference	1000	2	2016	Awaiting advice	\$264,000
2016 Rotary 9675 Conference	500	2	TBA	Awaiting advice	\$132,000
Australian Coal Preparation Society Conference (EOI)	400	3	2106	Awaiting advice	\$158,400
Motorsport Event	10,000	2	2014	Expression of Interest	\$2.6M

\*Based on \$132pppn (\$132 is the current average overnight spend in Dubbo)

- The Branch developed the video, "The Pitch" showcasing features of Dubbo Apex Club's Caltex Park; the benefits of holding an event in Dubbo and the level of support that can be provided by Council to sporting events.
- In progress: bid to attract an athletic event and a football event of State significance.
- In progress: development of footage to promote Dubbo as a venue for cultural events and festivals; and business events and conferences.

### 3.4 Work alongside major events to maximise attendance and promote the City

#### Activity

- Country v City: Successfully delivered targeted promotions plan resulting in substantial media coverage in the Sydney basin across various media outlets. Direct visitor spend calculated (conservatively) at over \$500,000. Major outcomes reported via Mayoral Minute to Council's May meeting.
- Provided high-level advice to 33 events during the quarter. Advice ranging from concept development through to timing as well as general information and industry suppliers.
- In progress: development of tailored packages in support of the Dubbo Stampede – 7 September 2014

## Section 6

## 4: Destination Management

### Recognise and respond to opportunities for improving City experiences, visitor offering and destination appeal

#### Key performance indicators - Jan 2014 – Dec 2014

KPI: 90% customer satisfaction with quality of service and information provided at the Visitors Information Centre

**100% customer satisfaction with quality of service; 97% satisfaction with quality of information**

KPI: Average commercial accommodation occupancy rate increases by an average of 2% over the average of the past three years (2008 – 2011) which is 68.5%

**Average occupancy YTD is 60.18%**

KPI: Monthly market reports developed and distributed (12)

**Five monthly reports produced in this period (June report – incomplete, waiting on operator data)**

#### Major Outcomes – April to June 2014

- Destination Management Plan audits completed across industry.  
**Outcome: subsequent gap analysis will identify areas of opportunity and growth for the City and region.**
- Audit of tourism directional signage complete.  
**Outcome: implementation of recommendations will ensure consistency and clarity in messaging.**
- City continues to consistently return 97% for quality of information and 100% of service.
- City Partnership Program has grown to 220, a 10% increase over the past 6 month period.

Walking Tours brochure (to be supplied by Design Services)

## Section 6

### 4.1 Support public and private developments that improve the visitor experience and increase length of stay.

#### Activity

- Provided input to Minister submission regarding trial of Segways in the City.
- Instigated EOI process for potential development and lease of potential riverside bike hire business.
- Developed Heritage Trail concept for further development by Community Services Division.
- Provided input to Inland NSW submission to Demand-Driver Infrastructure (DDI) Programme Industry Consultation.
- Met with the Manager of Dundullimal Homestead to discuss partnership and business development opportunities.
- Sponsored development of the Macquarie Bird Trail Guide brochure.
- Provided assistance and design services to enable development of holiday Bird Walking tours.
- Attended NSW launch of the rail trail project.

### 4.2 Support and encourage destination marketing and development of cross-regional product

#### Activity

- Refer annexures B and C
- Facilitated discussions with Destination Management Plan Working Group regarding development of destination guide alongside Dubbo City Guide.
- Funding application submitted to Destination NSW for \$225,000 to undertake phase 2 of the Destination Appeal Campaign – Great Western Plains – Great Big Adventures. If successful under the Regional Visitor Economy Fund program, Dubbo (in collaboration with industry locally, and regionally) will deliver a campaign valued at over \$500,000 in 2014/2015.
- Destination Management Plan audits completed were completed across accommodation, RV and caravanning, food and beverage, visitor information centres, infrastructure, transport, product trails and themed itineraries. Deliver plan being finalised to address priorities based on gap analysis.
- Active membership of Inland NSW, Screen Central NSW, Newell Highway Promotions Committee is being maintained.
- All monthly tourism economy reports delivered in this quarter
- Product development initiatives supported this quarter include:
  - Macquarie River Trails: provided in-kind product development assistance and design services for development of holiday Bird Walking tours. Provided venue and support for the official launch of the Macquarie River Trails – Bird Watching Trail Guide for the region.
  - Canoe hire: assistance provided based on Community Strategic Plan and destination management action plan. Council has investigated refurbishment of the Ollie Robins amenity block for further site redevelopment for the establishment of a hire venue for bicycles and water craft.

### 4.3 Provide quality visitor information service through Visitors Information Centre

#### Activity

- The centre has remained open seven days a week, 9am-5pm in this quarter.
- There are currently 12 City Ambassadors. Ambassadors provide customer service at the Visitor Information Centre, support delivery of bus and walking tours.
- All leads and customer feedback provided to industry as in a timely and appropriate manner.
- Hosted TASAC meeting. Undertook TASAC audits. Project continuing with view to improve current TASAC signage.
- VIC directional signage audit complete. New directional signs to be erected next financial year.
- Provided input to development of river corridor masterplan (Specific to the Visitor Information Centre – Multi Purpose Decking Stage, Macquarie Lions Park Area).
- Provided venue and support for the official launch of the Macquarie Bird Trails Guide for the Dubbo Region.
- Provided Marketing and Promotions presentation in addition to hosting City Tour for to Canberra Girls Grammar School Business Students.
- Hosted City Tour for Singleton Probus Club.

## Section 7

### 5: City Promotions

#### Deliver targeted campaigns to drive investment, increase visitation and positively promote the City

##### Key performance indicators - Jan 2014 – Dec 2014

- KPI: \$40,000 in cooperative funding for promotional activities  
**\$307,779 in cooperative funding for promotional activities (includes government funding and industry buy-in).**
- KPI: 80% stakeholder satisfaction with activities of City Development and Delivery Plan  
**Survey undertaken June 2014. Satisfaction levels reported below.**
- KPI: 20 positive media placements supported in state or national media  
**19 placed or supported positive media articles. During the quarter April – June, the Branch solicited (and responded with) editorial and images resulting in public relations activity valued at more than \$40, 000. Circulation totalled 2,789,640+.**
- KPI: 200,000 visits to dubbo.com.au  
**Visitation year to date: 97,718 (Jan – June)**
- KPI: 50% increase in social media engagement (likes/followers)  
**12% increase in reach (Jan – June)**

##### Major Outcomes – April to June 2014

###### Campaigns:

- 4 visitor campaigns undertaken in collaboration with industry valued at over \$300,000
  - *Dubbo Experience Packages* – Successful promotion through the April 2014 Destination Appeal Campaign – 36% of total sales occurred during April.
  - *Great Western Plains* – Great Big Adventures – Dubbo's overall average occupancy rate for the month of April was 70.94% - up by 2.71% on the same period last year.
  - *Country v City Promotions Plan* – direct economic injection estimated at over \$500,000; An industry survey indicated that occupancy across the accommodation sector over the weekend was around 70-100% this is well above the average for May (63% in 2013).
  - *The Rhino Adventure* – Mass exposure to an audience of more than \$2M through a public art installation directory in Body+Soul Magazine

###### Digital promotions / communications:

- Visitation to dubbo.com.au has increased by 11% over 12 months
- City Promotions and Events social media platforms currently have a combined reach of 4,216 social media users

###### Public Relations Activity:

- During the quarter the Branch solicited public relations activity (and responded to requests) resulting in a combined market value of more than \$103,000 and a potential reach of over \$2M people. Cost to Council: nil.

## Section 7

### 5.1 Deliver cooperative campaigns that support the attraction key target markets

#### Activity

- Refer Annexure A: Dubbo Experience Packages (concluded)
- Refer Annexure B: Wild Rhino Adventure (in market)
- Refer Annexure C: Destination Appeal Campaign (concluded)
- Please note that the outcomes of the Country v City Promotions Plan were reported to the May meeting of Council (refer Mayoral Minute)
- The May new residents' event was held at the Western Plains Cultural Centre. Approximately 40 people attended along with representatives of five community not-for-profit organisations. The 2014 events (next event scheduled for November) are sponsored by Macquarie Credit Union.
- In progress: development of Phase 2 of the Destination Appeal Campaign, Great Western Plains – Great Big Adventures. Development will be based on Council receiving \$225,000 funding from Destination NSW to undertake a \$500,000 campaign in collaboration with industry in Dubbo and region. The campaign is due in market in November and will include production of key marketing brochureware (Dubbo City Guide) and television commercials promoting Dubbo to the family and "empty nester" markets.

### 5.2 Develop materials and undertake activities that positively promote the City.

#### Activity

- Independent review of dubbo.com.au undertaken. Brand is taking strategic rethink of website content to establish specific on-line tone and style, and top to bottom review of website content to ensure everything is written cohesively and enlivened with images
- CBD city flag program is continuing with a local event expected to partner the campaign in spring.
- Online visual of City is being supported by www.dubbo.com.au and social media channels
- Positive city promotions are being supported via social media with an increased focus on video content
- Construction has commenced on the City's new gateway signs. The new City entrance signs are an integration of the Dubbo brand "time to smile", the Taronga Wild! Rhino project, and the City's connection with the Wiradjuri Nation. Project due for completion in July 2014.
- During the quarter, April to June, the Branch provided support such as copy, images and facilitated site visits and assisted at shoot locations for the following resulting in a combined marketing value of \$103,570 and a potential reach of over 2 million people:

	Outcome:	Circulation:	Readership:	Value:	Cost:
Daily Telegraph	Full page feature in Best Weekend magazine on Saturday 19 April, 2014. Promoting Dubbo as the venue for the 2014 Country v City game and the Dubbo Footy Train	274,050	336,000	\$65,975	\$Nil
Shop Til You Drop	2 features on Dubbo to appear in 2014, July – showcasing Taronga Western Plains Zoo, August – showcasing Dubbo's fashion, homewares and dining scene Core target: women 18 – 35	35,640	139,000	\$23,175	\$Nil
Time To Roam	Feature in June/July edition, 'Food' double page spread – promoting Dubbo's dining scene and produce Core target: lucrative recreational market, over 36 years of age	–	32,000	\$7,270	\$Nil
Body + Soul Magazine	The Rhino Adventure (TBA) Core target: 24-49 years of age	1,928,969	2,430,000	TBA	

## Section 7

Discover Magazine	April, May & June editions featuring events being held in Dubbo	15,000		\$3,850	\$Nil
Discover Magazine	Front page coverage and ½ page editorial promoting The Rhino Adventure	15,000		\$3,300	\$Nil

- In progress: development of a program in collaboration with industry that promotes Dubbo to the visitor and new resident markets

### Promotion of Dubbo in Sydney’s CBD

- Dubbo was promoted in Martin Place Sydney between 4 June – 15 June. A 15 second video capturing key visitor experiences and promoting Dubbo’s authentic, wild and fun experiences, appeared across a 20m2 screen in Sydney’s CBD as an activity of the Sydney Film Festival.
- The footage had the potential to reach over 1M people over the 12 days (<https://www.youtube.com/watch?v=EWsyHbDemp4&feature=youtu.be>)
- A media pack based on insights into the Chinese in-bound market was provided to visiting journalist, Stephen Lacey of the South China Morning Post (Hong Kong’s Number One English-language Newspaper). The pack comprised of targeted copy and images – both in print and digital format.

### 5.3 Maximise digital platforms to promote and communicate to various markets and stakeholders.

- Refer Annexure D
- A stakeholder satisfaction survey was sent to a database of 820 people. The survey was also communicated via social media.
- A total of 21 respondents returned mixed results as follows:

Activity	Satisfaction level
Visitor attraction	94%
New resident attraction	94%
Event attraction	82%
Retail and service promotion	82%
City information (visitors centre)	94%
Industry collaboration	69%
Communication with industry	70%

- The Branch is currently working on addressing the areas of *industry collaboration* and *communication with industry* taking into account comments received.