

# GUIDELINES

## EVENT CALENDAR – DUBBO.COM.AU

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### GUIDELINES

- Must be held in the Local Government Area (or in part)
- Event organisers are responsible for uploading information regarding their event
- Appropriate approvals must be in place prior to listing your event
- All fields must be completed
- No upper case text permitted
- Minimum 25 to maximum 100 word description
- Images must be JPEG format 2048W x 1536H (minimum file size: 1MB)
- Images cannot contain text or logos
- Event organisers are responsible for uploading details of the event to dubbo.com.au and ensuring the information is correct, including updates
- Council will take no responsibility for errors made by event organisers when they upload an event
- Council has the right to upload events as it deems necessary
- Residents and visitors to the local government area must be able to participate in the event or attend as a spectator. (Council may, from time to time, include a listing that promotes the local government area as a venue for events. This may, or may not, provide opportunity for locals to attend.)

### **Council has the right to refuse an event that:**

- Does not promote the local government area in a positive manner
- Is considered to be primarily about a commercial entity or business promotion
- Promotes a holiday or special occasion that does not focus on family friendly activity
- Is an activity that is primarily focussed on raising awareness of public health/safety or community amenity.
- Contains offensive, racist or abusive material/event elements
- Conflicts with Council's values, policies or statutory responsibilities
- Promotes politicians or political parties
- Involves the manufacture, distribution and sale of tobacco and tobacco-related products
- Involves the manufacture, distribution and wholesaling of alcoholic products to persons under the age of 18
- Is deemed as having the likelihood of affecting Council's public image or reputation
- Is a corporate or community activity with an administrative or governance focus (eg. AGM, member meetings, board meetings)

### **Activities that may be considered for inclusion on the Events Calendar**

- Events organised by businesses that have an entertainment element (other than a special menu) to mark occasions such as Valentine's Day, Mother's Day or Christmas
- Garage sales and activities that are raising money for a community organisation or individual
- Fetes that welcome members of the community and visitors to attend
- Regular events that are free and open to members of the community and visitors to participate/spectate.

***\*please refer p3 for guidelines/areas of responsibility relating to business events***

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## AREAS OF RESPONSIBILITY

### The event organiser

- Is responsible for uploading details to the calendar. Council takes no responsibility for events not listed, and subsequently, not promoted on the calendar
- Must have relevant approvals prior to listing the event on the Calendar
- Upload all details of the event (including a description of the event that will help attract visitors or locals to the event)
- Provide Council with any changes as they may arise (changes to the events listing can only be made by Council staff – refer contact below)
- Advise Council immediately if the event is cancelled, postponed or sold out

### Dubbo Regional Council

- Will moderate requests for inclusion on the City's Events Calendar as per the guidelines  
NB: Please allow up to 3 working days for your event to appear on the Event Calendar.
- Correct any typographical errors including spelling, formatting and tense to maintain the standard and tone of the calendar
- Will, on advice from the event organiser, remove the event from the Calendar if the event is sold-out or cancelled
- Will determine events that qualify for a high level of promotional support (as per below)

## EVENTS QUALIFYING FOR HIGHER LEVEL /ADDITIONAL PROMOTION

Additional levels of promotion (via channels managed by Council) may be provided to events deemed as having:

1. An ability to drive visitation to the LGA
2. Broad community appeal
3. An ability to build on the LGA's reputation as a destination for events

The channels and types of additional support may include the following:

- Inclusion and appropriate space provided on the What's On document
- Mention of the event during weekly interviews on Radio 2DU and ZooFM
- Promotion via Council's social media channels
- Promotion of the event under Dubbo/Wellington on the Visit NSW website, visitnsw.com.au
- Inclusion of the event in copy or editorial in various print and on-line mediums (as opportunities arise)
- Promotion of the event on the digital sign located in Elston Park, Cobra Street, Dubbo.

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**For support and assistance under Council's Event Support and Development Program:**  
City Events Support Officer I (02) 6801 4128

# GUIDELINES: Business Events

## EVENT CALENDAR – DUBBO.COM.AU

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### GUIDELINES

- Must be held within or within a 100km radius of the Local Government Area (or in part)
- The event must have a business development/staff development focus
- Event organisers are responsible for uploading information regarding their event
- Appropriate approvals must be in place prior to listing your event
- All fields must be completed
- No upper case text permitted
- Minimum 25 to maximum 100 word description
- Images must be JPEG format 2048W x 1536H (minimum file size: 1MB)
- Images cannot contain text or logos
- Event organisers are responsible for uploading details of the event to dubbo.com.au and ensuring the information is correct, including updates
- Council will take no responsibility for errors made by event organisers when they upload an event
- Council has the right to upload events as it deems necessary
- All businesses within the Local Government Area must be eligible to register/attend.

### **Council has the right to refuse listing on the event calendar of an event that:**

- Does not promote the local government area in a positive manner
- Is considered to be primarily about a commercial entity or business promotion.
- Contains offensive, racist or abusive material/event elements
- Conflicts with Council's values, policies or statutory responsibilities
- Promotes politicians or political parties
- Involves the manufacture, distribution and sale of tobacco and tobacco-related products
- Involves the manufacture, distribution and wholesaling of alcoholic products to persons under the age of 18
- Is deemed as having the likelihood of affecting Council's public image or reputation
- Is a corporate or community activity with an administrative or governance focus (eg. AGM, member meetings, board meetings)

### **Activities that may be considered for inclusion in the Events Calendar**

- Workshops
- Seminars
- Webinars
- Training
- Business networking events

## AREAS OF RESPONSIBILITY

### The event organiser

- Is responsible for uploading details to the calendar. Council takes no responsibility for events not listed, and subsequently, not promoted on the calendar
- Must have relevant approvals prior to listing the event on the Calendar
- Upload all details of the event (including a description of the event that will help participation by businesses)
- Provide Council with any changes as they may arise (changes to the events listing can only be made by Council staff – refer contact below)
- Advise Council immediately if the event is cancelled, postponed or sold out

### Dubbo Regional Council

- Will moderate requests for inclusion on the City's Events Calendar as per the guidelines  
NB: Please allow up to 3 working days for your event to appear on the Event Calendar.
- Correct any typographical errors including spelling, formatting and tense to maintain the standard and tone of the calendar
- Will, on advice from the event organiser, remove the event from the Calendar if the event is sold-out or cancelled
- Will determine events that qualify for a high level of promotional support (as per below)

### Business events are not eligible for higher level/additional promotion via the following channels

- Inclusion on the What's On document
- Promotion of the event under Dubbo/Wellington on the Visit NSW website, [visitnsw.com.au](http://visitnsw.com.au)
- Promotion via the digital sign located in Elston Park, Cobra Street, Dubbo.