



# Dubbo Visitor Information Centre Partnership Program

12-month program



## **WORKING TOGETHER TO PROMOTE DUBBO AS A PREMIER DESTINATION**

Promote your business at a level that suits you, with the Dubbo Visitor Information Centre Partnership Program. Inside you will find various options providing you with a variety of tailored promotional opportunities for your business.

All prices include GST and are based on a 12 month partnership.

# DUBBO VISITOR INFORMATION CENTRE PARTNERSHIP PROGRAM - 12-MONTH PARTNERSHIP

## Business profile on [dubbo.com.au](http://dubbo.com.au)

The site attracts over 250,000+ visitors per year. The site is actively promoted via online campaigns and search engine activity. It is utilised as the official city information site for all visitors, new resident, event and investment attraction activity. It is also promoted to Dubbo and regional residents.

Includes:

- Business name
- Telephone/fax number
- Address (link to Google Maps)
- Email (link to email address)
- Website (direct link to your website)
- Description (max. 30 words)

Optional:

- Star ratings (accommodation properties)
- Availability (accommodation properties)
- Opening times
- Indicative meal prices (eating out)
- Admission prices (attractions and activities)
- Event space type and capacity (event and conference venues)

## Business profile on [visitnsw.com.au](http://visitnsw.com.au)

The official tourism site for Destination NSW generates 3.7 million business leads annually.

## Business profile on [greatwesternplains.com.au](http://greatwesternplains.com.au)

The region's tourism site showcases destination appeal campaigns.

## Distribution and maintenance of your business's information

### In-house guide listing

The Dubbo Visitor Information Centre welcomes around 100,000 customers annually. The in-house guides are regularly distributed to new residents, visitors, media, conference and event organisers and tour group operators. There are currently five in-house guides maintained by the Dubbo Visitor Information Centre. They include:

#### 1. Dubbo Accommodation Guide:

Business name, address, contact details, map reference and address, star rating, contact details, and indicative over night tariffs.

#### 2. Dubbo Attractions and Activities Guide:

Business name, address, contact details, opening times and admission costs.

#### 3. Dubbo Eating Out Guide:

Business name, address, contact details, opening hours and indicative meal prices.

#### 4. Dubbo Event and Conference Venue Guide:

Business name, address, contact details, venue spaces and capacity per room.

#### 5. New Residents Guide:

Business name, address, contact details and services provided.

### Brochure display

The Dubbo Visitor Information Centre attracts around 100,000 visitors per year. Your business can reach those potential customers by displaying a brochure in the Centre.

### Quarterly update program (not available to Business Directory)

Your business will be contacted by Visitor Information Centre staff on a quarterly basis to ensure all information on the listings online and on the in-house guides, is current.

### Accommodation availability program (only available to accommodation venues)

In peak visitation periods, your business will be contacted by a Visitor Information Centre staff member and asked to provide room availability status. This program ensures that visitors are given every opportunity to stay in our City, and your business receives the maximum exposure to the visitor market.

### Regional Brochure Display

Great Western Plains attraction Partners from Coonamble, Gilgandra, Narromine, Warren, Warrumbungles and Wellington are invited to display a promotional brochure at the Dubbo Visitor Information Centre (when brochure stocks run low, you will be contacted and requested to supply more brochures for stock replenishment).

This opportunity is available to only Great Western Plains attraction businesses from Coonamble, Gilgandra, Narromine, Warren, Warrumbungles and Wellington. This program is encouraging day trips from Dubbo.

### Supporter window sticker

Each business is supplied with a supporter window sticker to acknowledge your support for Dubbo's positive City Promotions.

# DUBBO VISITOR INFORMATION CENTRE PARTNERSHIP PROGRAM - 12-MONTH PARTNERSHIP

	Benefits	Level 1 partnership \$350 (inc GST)	Additional Listing \$75 (inc GST) <sup>^</sup>	Community Partner* Free
Digital	<b>Business listing on <a href="http://dubbo.com.au">dubbo.com.au</a></b> The official promotional site attracts more than 250,000+ visits annually. It is an information source for locals, visitors, new residents, event providers and potential investors	✓	✓	✓
	<b>Business Listing on <a href="http://visitnsw.com.au">visitnsw.com.au</a></b> (Attractions, eating out and accommodation only)	✓	✓	✓
	<b>Business listing on <a href="http://greatwesternplains.com.au">greatwesternplains.com.au</a></b> (Attractions, eating out and accommodation only)	✓	✓	✓
Dubbo Visitor Information Centre	<b>Distribution and maintenance of your business's information</b> <ul style="list-style-type: none"> <li>• Listing in in-house guide</li> <li>• DL brochure display</li> <li>• Quarterly update program</li> <li>• Accommodation availability program</li> </ul>	✓	✓	✓
Outdoor	<b>Supporter window sticker</b> acknowledging your support for positive City Promotions	✓		

<sup>^</sup> \$75 per additional listing

\* Free listings are available to registered charities, not-for-profit, and volunteer organisations in the Dubbo LGA (includes a profile on [dubbo.com.au](http://dubbo.com.au), business listing on [visitnsw.com.au](http://visitnsw.com.au), business listing on [greatwesternplains.com.au](http://greatwesternplains.com.au), brochure display, and in-house guide where appropriate). The community partnership level does not include the quarterly update program or participation in the accommodation availability program.

## INDIVIDUAL PROMOTION

Businesses can purchase individual services separately. Select a level of partnership that suits your business:

### Brochure display

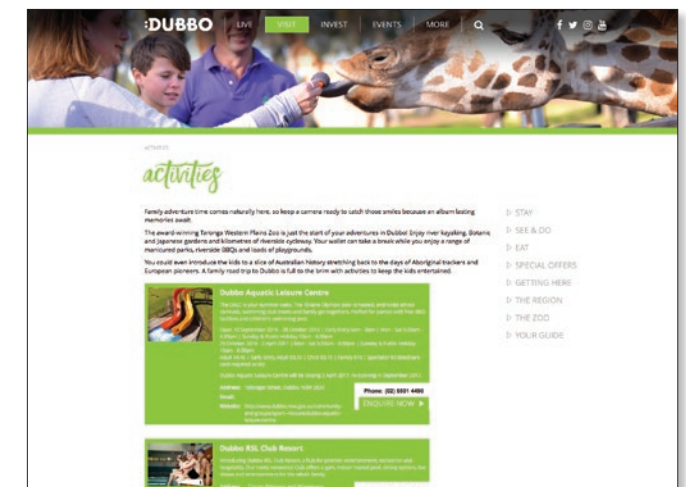
Dubbo Regional Council LGA businesses only

**\$75 (inc GST)**  
(12 month placement)

### Regional Brochure Display

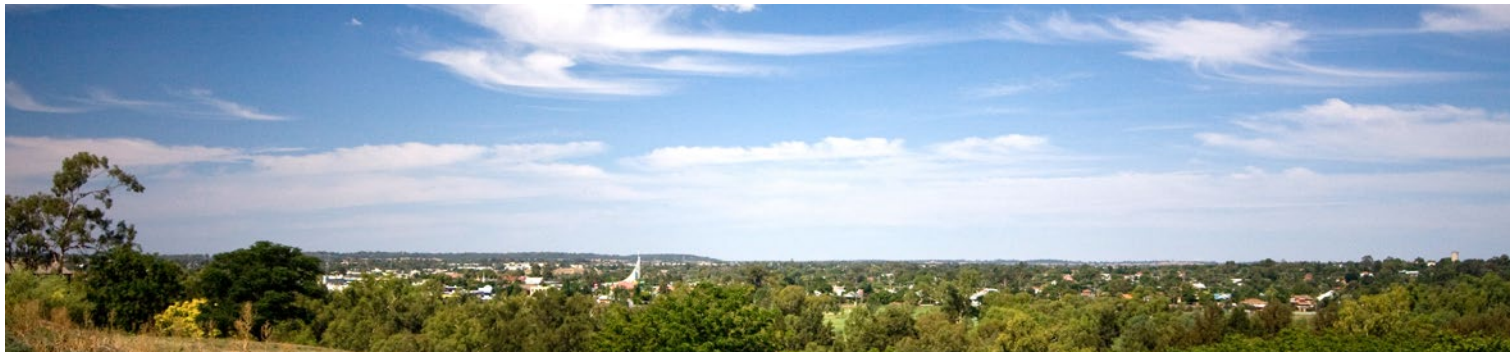
Great Western Plains attraction Partners only from Coonamble, Gilgandra, Narromine, Warren, Warrumbungles and Wellington.

**\$350 (inc GST)**  
(12 month placement)



Example of Dubbo Directory





## Terms and conditions

- All Businesses in the Dubbo LGA are eligible to join the Dubbo Visitor Information Centre Partnership Program
- Dubbo Regional Council may also at its discretion, provide partnership opportunities for businesses located outside of the Dubbo LGA and Great Western Plains area.
- Dubbo Regional Council will confirm relevant DA Approval is in place
- If your approval is revoked or your business is in breach of Council regulations you must notify the City Development Branch within 7 days
- If applicable: It is the advertiser's responsibility to provide accurate copy, this includes all grammar, spelling and contact details
- If applicable all accommodation star ratings provided by advertisers will be confirmed with AAAT (prior to approval)
- If applicable businesses agree to supply via email one image 300dpi to [tourism@dubbo.nsw.gov.au](mailto:tourism@dubbo.nsw.gov.au)
- If logo is to be supplied as EPS or PDF format. GIF / PNG files for photography and/or logos will not be accepted.



## CONTACT

If you have any questions regarding the Dubbo Visitor Information Centre Partnership Program please do not hesitate to contact:

### Enquiries

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