

CITY IMAGE BRANCH WEEKLY UPDATE

27 August 2010

Direct marketing to school groups

City Image Branch has successfully obtained funding from Central NSW Tourism for the development of school tours of Dubbo and the surrounding region. This is based on the Department of Education's syllabus and itineraries will focus on Dubbo attractions and experiences, marketed to NSW schools. The direct marketing campaign, supported by online marketing, will happen towards the end of this year in readiness for consideration by schools in 2011.

Discover Dubbo Passbooks

Dubbo proudly boasts an impressive and diverse range of retail outlets and service providers. Our City is home to big brand names and small speciality stores - new and exciting niche stores and those that have been in the City for generations. For a great taste of what Dubbo has on offer, you can purchase a Discover Dubbo Passbook. For only \$5, you can save thousands of dollars and go into the draw to win \$1000. Discover Dubbo Passbooks are available from the City Information Centre, Orana Mutual, Macquarie Credit Union and Dubbo City Council. All proceeds go to the Children's Ward at Dubbo Base Hospital.

This week's featured businesses:

[Bosweb Systems](#)

If you are looking to create or improve your website or maximise online marketing systems, then contact Brendan or Leanne. Bosweb is a niche information and technology company with a nationwide clientele. Discover Dubbo special offer: 10 per cent discount off Orion Package.

[The Swish Gallery](#)

Susie is bright and charming and so is her Talbragar Street store. It features stunning, original sterling silver jewellery, wall art and décor, gorgeous gifts and funky furniture. Pick up a unique gift for someone special or for yourself. Discover Dubbo special offer: 10 per cent off items.

*terms and conditions apply

**For more information contact Council's
Manager Marketing and Communications Natasha Besseling on 6801 4000.**

This column is also published each Friday in the Daily Liberal Newspaper

