

CITY IMAGE MARKETING STRATEGY

May 2010 – October 2010

Progress report

Appendix one



CONTENTS

- 1** Update on City Image Marketing Strategy *page 3*
- 2** Update on online marketing activities *page 17*
- 3** Update on visitor market *page 19*

1

Update on City Image Marketing Strategy

As part of the five year City Image Marketing Strategy a 6 monthly progress report is required to be submitted to Council. This progress report follows a six month progress report to Council in May 2010.

The current 18 month City Image Marketing Strategy for January 2010 – June 2011 identifies:

- 10 KPI's
- 5 outcome areas
- 15 key objectives
- 49 action strategies.

Work delivering 42 of the 49 action strategies has commenced or is continuing.

Phase 1 activities were reported in the May 2010 six month progress report. This six month progress report includes only activities undertaken May 2010 – October 2010, accordingly some strategies are not reported herewith. A full list of activities under the 18 month action plan will be provided in the next 6 month report due in May 2011.

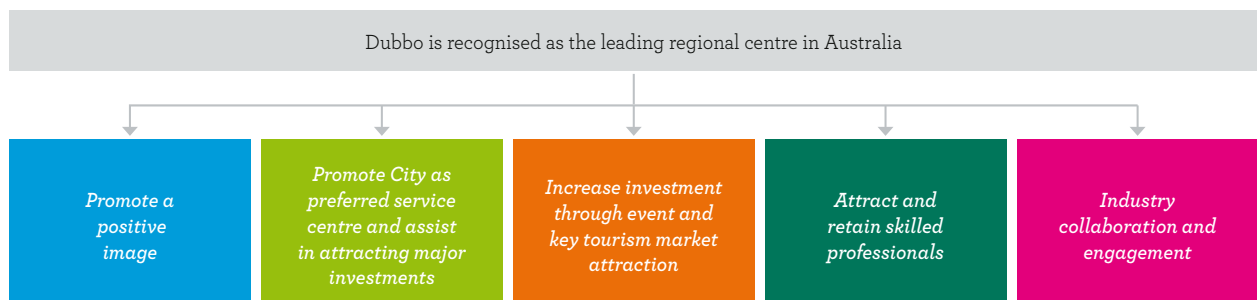
City Image Action Plan (Appendix One) highlights completed campaigns and future collaborative opportunities in the next six months.

Note: KPI's are set for the 18 month program unless otherwise stated.

City Image Action plan (Appendix Two) highlights completed campaigns and future collaborative opportunities in the next six months.

Examples of campaigns are included in Appendix Three.

Five key outcome areas for the city image marketing strategy



1 Promote a positive image

*KPI: 80% stakeholders indicate City Image Program is supportive or very supportive to individual pursuits: 92% satisfaction with key areas of the program (n41 July 09)
KPI: 90% customer satisfaction with quality of information and quality of service through City Information Centre: 96% satisfaction with quality of information, 99% satisfaction with quality of service (n185 Visitor Survey May 2010)*

1.1 Ensure City brand is consistent across all City touch points.

Strategy	Outcome
<p>1.1.1 Update City signage to be consistent and inline with City brand.</p> <p>1.1.1.1</p>	<p>Phase 1 Signage Strategy implemented.</p> <p>Implementation of Phase two was adopted by Council at the October meeting. Phase two is planned to be completed by March 2011, and includes:</p> <ul style="list-style-type: none"> • City Sculpture Project • CBD Banner campaign • Events board on back on information sign in CBD <p>A campaign program has been produced to deliver the banner campaign and incorporates industry buy-in (based around 2 year sponsorship for 3 months a year). There is also an allowance for a seasonal and events banner program. The branch is currently investigating options and costs to extend banners to Talbragar Street.</p> <p>Implementation of phase 3 is subject to further discussions with Councillors.</p>
<p>1.1.2 Extend line of branded merchandise to connect with local business and community groups.</p>	<ul style="list-style-type: none"> • Sales of local indigenous artwork continues to be very popular through the Centre. The Branch has had discussions with NSW Industry and Investment to examine a partnership approach to the receipt and sales of local and regional indigenous artwork. • Branch has prepared a range of local artist profiles that accompany the artwork on display. See Appendix three. • The Centre will shortly install a display of local merchandise produced by Westhaven that will be sold through the Centre. • Branded banners continue to be utilised by local community and business stakeholders for events in and outside of the City.

1.1.4 Support Council, local and external business and community events/presentations with City information and brand promotion.

July 2010 to October 2010, 19 events have been provided with advice, city information and/or collateral, including:

- NSW Regional School Band Festival
- Annual Dubbo Jazz Festival
- State Water Conference
- Grasslands Conference
- Mobile Children's Service inc NSW
- NSW Dog Trials
- Western Plains Cultural Centre
- Australian Livestock & Bulk Carriers Assn
- RTA Womens Conference
- St Vincents Conference
- Dubbo Motor Show
- Rural Fire Service
- State Girls Soccer
- State Justice Seminar
- Dailmer 2010 National Rally
- Dubbo Kart Club
- International Disability Day
- Rotary 9670
- Ray White real estate
- Future Farmers Network NSW event
- Western Plains Cultural Centre Art Market
- Lazy River Feast
- Zoo Grooves
- Western District Golf Championships
- NSW Appolloosa Championships

This year's I love Dubbo event is scheduled for November 2010. The 7 day event will commence on Sunday 14 November 2010 and conclude on Saturday 20 November 2010. Westpac Banking Corporation has come on board again as the event partner contributing \$5000 towards the Festival. The Festival will include events targeting families, tweens and new residents. The event will also partner with the Dubbo Farmers Market for a special I love Dubbo themed event. Full details of the Festival will be available on www.dubbo.com.au by Friday 29 October 2010.

1.1.7 Online marketing/search engine marketing program.

Dubbo.com.au home page has been redesigned to enable more flexibility for information and to improve access to key site areas. There has also been an increased use of social networking sites, such as facebook and twitter.

There is ever increasing opportunity to increase use of these channels for City Marketing especially in regards to event promotion. The Branch is currently working with web contractor to develop social media strategy that will assist both City Marketing and Council communications.

Site optimisation work has also been undertaken to improve the search ability of the site through search engines like Dubbo. This type of activity is increasingly important in regards to specific campaigns/min sites that are developed.

For more information see section two: Update on online marketing.

1.2 Increase education of local audiences about what is great about living in Dubbo	
Strategy	Outcome
<p>1.2.2 Famil program/initiatives with local transport suppliers to educate them on City attractions / benefits i.e. radio cabs.</p>	<p>Contact has been made with industry groups awaiting appropriate time for presentation.</p>
<p>1.2.3 Utilise council and City Image communications i.e. City Connection, Communique, E-blasts, weekly radio segments and newspaper column, to promote Program activities and outcomes.</p>	<p>All channels contain information about Program/activities.</p> <p>In the past six month the City Image Program and activities has been promoted:</p> <ul style="list-style-type: none"> • in Council's community newsletter, City Connection in the PhotoNews • weekly in the City Image Column in the Daily Liberal • weekly in radio spots on 2DU and Zoo FM • via bi-monthly e-blasts • via Chamber of Commerce e-blasts • through various industry meetings and briefings. <p>To date 1499 people remain on the City Image database.</p> <p>Website analysis indicates that key stakeholders are reviewing the City Image newsletter. On average, more than 300 are opening the newsletter and reviewing it .</p>
1.3 Proactive positive exposure in external media	
Strategy	Outcome
<p>1.3.2 Identify opportunities to place stories in targeted media, and coordinate targeted famil program.</p>	<p>Media support has centred around the Evocities campaign. The Branch developed case studies, provided images and local information to support the campaign media/PR element which resulted in 250 articles in the campaign's first month.</p> <p>The Branch supported and responded to many local and national media enquires in regards to the campaign including a feature on A Current Affair.</p> <p>In the past six months the Branch also coordinated a special feature in the Land - Great Holiday Escapes magazine, Discover Central NSW magazine and the Newcastle Herald. The Branch provided editorial and images that accompanied paid advertising by the Program and local operators.</p>

1.3.3 Partner with key stakeholders to support targeted initiatives with content/information/design.

Examples of supporting stakeholder initiatives:

- RDA Orana - Country and Regional Living Expo
- RDA Orana- "Lifting the Lid' National Form
- Rotary District 9670 Conference (Dubbo 2011)
- Trike Adventures
- State Water (The Great Race)
- Riversmart

1.4 Ensure that Evocities efforts are fully exploited for the City

Strategy

1.4.2 Evocities campaign messages are supported and integrated into City marketing initiatives i.e. online

Outcomes

Campaign message integrated and supported.

- Branch staff supported and attended campaign launch in Sydney
- Branch coordinated local Launch in Dubbo (more than 50 attendees)
- Branch supported media launch in Orange
- Campaign was integrated into dubbo.com.au and www.dubbo.nsw.gov.au
- Campaign messages included in new resident kits, at City information Centre, at special events (Chamber Of Commerce Business Awards) and via signage and Dubbo City Regional Airport

See examples in Appendix three.

2 Promote city as preferred service centre and assist in attracting major investments

*KPI: Deliver two campaigns targeting catchment area campaigns (meet agreed campaign KPIs) Discover Dubbo retail campaign live July - December 2010
KPI: Support two targeted industry investment/initiatives Branch supported RDA Orana attendance at Country and Regional Living Expo and Evocities campaign.*

2.1 Increase spend rate and capitalise on multi-purpose trips

Strategy	Outcomes
<p>2.1.1 Local retail promotional program provided to major events that attract overnight visitation.</p>	<p>The Branch invites special offers from industry in support of major events to help bolster participation and increase overnight stay.</p> <p>In the past six months Play and Stay campaigns were coordinated for</p> <ul style="list-style-type: none"> • 20th Annual Jazz Festival • 2010 Regional School Band Festival • 2010 State Pony Club Championships (in production)
<p>2.1.2 Promote City's retail diversity and encourage local and catchment area spend.</p>	<p>The spend local retail campaign went to market in July. To mid October 1684 passbooks have been distributed. The campaign concludes in December 2010. It is expected that Council and campaign partners Raime & Horne and Orana Mutual will present a cheque for \$10,000 to the Children's Ward at Dubbo Base Hospital. Post December 2010 the Branch will present to Council a report on the outcomes of the Discover Dubbo Campaign.</p>

2.2 Support major investment attraction with relevant information and material provision.

Strategy	Outcomes
<p>2.2.1 Ensure all leads and referrals are managed effectively and reported against.</p>	<p>Effective database management system adopted.</p> <p>Development of a new database management system was delayed in 2010 as database development was included in the Evocities project (the backend system of managing new resident enquires). It is still to be determined if the Evocities system is suitable to integrate all the City Information Centre's customer enquires. The project will be further considered in 2011. City Information Centre providing efficient information service.</p> <p>City Information Centre providing efficient information service.</p> <p>The City Information Centre continues to provide a broader city information service. From January 2010 to 25 October 2010, the Centre has distributed:</p> <ul style="list-style-type: none"> • 24 event packs • 3454 visitor packs • 52,050 City Guides throughout the City and the State • 728 new resident packs • 70 investment packs <p>The City Information Centre has also:</p> <ul style="list-style-type: none"> • conducted 18 city tours • sold \$49,035 in souvenirs <p>Database of all leads continues to be maintained and all customers are provided with a follow up enquiry (which includes a customer feedback option).</p> <p>Provided information and graphic design support to Dubbo City Development Corporation when requested. All relevant investment leads.</p>
<p>2.2.2 Utilise, promote and expand City statistics and research.</p>	<p>Monthly tourism market reports continue to be developed and communicated.</p> <p>Relevant information is made available through online Local Business Resource Centre. Releases of new findings and reports are communicated through City Image Branch newsletters and media column.</p> <p>January – October Dubbo online resource centre has received 1950 visits.</p>
<p>2.2.4 Support 3 best practice initiatives.</p>	<ul style="list-style-type: none"> • Supported Chamber of Commerce (sponsored business awards) • Commenced discussions with the recently formed Tourism Action Group regarding support from industry development initiatives.

2.3 Deliver marketing campaigns that highlight City as sound investment centre.

Strategy	Outcomes
<p>2.3.1 Work with NSW Department of Industry and Investment regarding industry focused co-op campaigns.</p>	<p>Supported cooperative stand with Orana RDA at the 2010 Country and Regional Living Expo. Co-ordinated industrial land marketing presence at the Country Regional Living Expo Aug 6 - 8 2010 (Country Week). This stand is provided as a result of Council's support for the collaborative RDA - Orana stand presence</p>
<p>2.3.2 Support activities of Evocities campaign - through information development, delivery and tracking.</p>	<p>Branch has provided high level of support to the campaign including:</p> <ul style="list-style-type: none"> • Preparing local case studies, providing images and information • Local support for national media visits • Extending promotions to local communication channels including online, local media and signage • Supported delivery of three launches (Sydney metro launch, Dubbo community launch and Orange media launch) • Integrating Dubbo City lifestyle video with Evocities online communications - i.e. You Tube • Providing backend support to customer enquires; 160 personal and targeted responses were provided in first month of campaign • Providing ongoing contact with customers to encourage prospective new residents to make the move.

3 Increase investment through event and key tourism market attraction

KPI: Support attraction of three major events: Three events attracted since January 2010: 2011 Australian Livestock Markets Association Conference, 2011 NSW Country Touch Championships and NSW Parks and Leisure Conference

KPI: Deliver two campaigns targeting key tourism markets (and meet agreed campaign KPIs): Two campaigns delivered (Autumn school holiday campaign and Dubbo City Guide) and campaign KPIs met

3.1 Maximise opportunities by providing access to relevant and timely information and materials.

Strategy	Outcomes
<p>3.1.1 City Information bays/stands developed in key city attractions/businesses.</p>	<p>Display stand has been designed and priced. Varying level of Interest from industry. Major retail centres have expressed interest in supporting the initiative - to be further explored in 2011.</p>
<p>3.1.2 Famil program/initiatives with local transport suppliers to educate them on visitor attractions/activities i.e. radio cabs (complements action 1.2.2).</p>	<p>Contact has been made with Industry groups awaiting appropriate time for presentation.</p>

<p>3.1.4 Conduct regular visitor satisfaction research.</p>	<p>Minimum 10 surveys conducted monthly.</p> <ul style="list-style-type: none"> • 232 visitor surveys have been conducted June 2009 to – October 2010 (Average 12/month) • Satisfaction with City Information Services remains above 90%. • Customer Satisfaction with quality of service – 99% • Customer Satisfaction with quality of information – 96% <p><i>“The response time in getting an information pack was prompt, and the pamphlet was very informative and helpful.”</i></p> <p><i>“You had fast service delivering my request for info on Dubbo, just keep up the fast friendly service.”</i></p> <p>Any positive or negative customer feedback received in writing is communicated back to relevant local operators.</p>
--	---

3.2 Deliver external marketing efforts that target higher yielding key markets.

Strategy	
<p>3.2.1 Direct marketing activities for business events.</p>	<p>The Branch has remained focused on direct event attraction via bidding process. Any direct or general marketing activities should align to the City Event Strategy to be developed by end 2010.</p>
<p>3.2.2 Investigate PCO opportunities.</p>	<p>Branch is assisting with a feasibility paper regarding opportunities around providing a professional conference organising service, based on engaging a contractor for a 12-18month period.</p>
<p>3.2.3 Continue to deliver follow-up mechanisms to event enquiries.</p>	<p>Maintain events database and what’s on communication channels.</p> <p>Follow-up calls made to event bid contacts offering further information if required.</p> <p>25 event packs have been delivered January 2010 – October 2010</p> <p>In the past six months the Branch was successful in attracting the 2011 Australian Livestock Markets Association Conference and the 2011 NSW Country Touch Championships. There are four bids that are still pending.</p> <ul style="list-style-type: none"> • Australian Livestock & Bulk Carriers Association (extremely positive discussions held with Executive Officer October 2010) • 26th Caravan & Motorhome Club of Australia Anniversary Rally (pending) • Rotary District 9680 Conference (pending) • Parks and Leisure Australia National Conference (pending) <p>Branch also provided support to the Orana RDA Lifting the Lid’ Rural, Remote and Regional National Forum – 2010 Year of Women in Local Government. In addition to Council’s financial sponsorship the Branch provided event and communication advice, ideas and information, risk assessment assistance database assistance and graphic design services to the event.</p>

<p>3.2.4 Support identified tourism campaigns in cooperation with tourism industry.</p>	<p>In the past six month the Branch has supported:</p> <ul style="list-style-type: none"> • Newell Highway Guide <p>Branch coordinated a four page feature on Dubbo partnered by eleven Dubbo businesses.</p> <p>The following Central NSW/Tourism NSW promotional opportunities were communicated to industry:</p> <ul style="list-style-type: none"> • TNSW Spring Holiday Campaign • TNSW Summer Holiday Campaign • TNSW 2GB Promotion. <p>Hunter Promotion</p> <p>A half page editorial promoting Dubbo as a holiday destination for families was placed in the October long weekend edition of the Newcastle Herald (readership 186,000). Thirteen enquires were received in direct response to the advertisement.</p>
<p>3.2.5 Direct marketing and advertising activities targeting school/educational tour market.</p>	<p>Obtained \$1700 of Capacity funding from Central NSW Tourism to support development of curriculum based itineraries (to underpin the marketing campaign)</p> <p>Obtained \$4,802 in collaborative funding to be matched dollar for dollar with the City Image Program to deliver and direct marketing and online campaign promoting the City as an educational Tourism destination.</p> <p>The ‘Dubbo Educational Tours’ project will commence mid November with a campaign targeting high school history teachers. Campaign includes a \$4,000 online marketing element and development of a mini website that will serve as call to action and will continue to grow as a resource to support the growth of group tourism.</p> <p>Local accommodation operators have been invited to partner the campaign, together with local attractions identified as aligning to the history syllabus.</p>
<p>3.2.6 Promote and enhance Branch event support capability.</p>	<p>In the six months to May 2010, 19 events have been supported with advice, information and promotion.</p> <p>Branch continues to maintain dubbo.com.au online event calendar (promotes over 500 local events annually). Event promotion on the site has been made more visible with an event calendar on the homepage and event search capability throughout the site.</p> <p>The Branch provided a centralised booking service for 600 delegates to NSW Rural Fire Service Championships.</p> <p>The Branch is also currently supporting next year’s Rotary District 9670 Conference through and event accommodation partners program.</p>

3.3 Maintain, grow and capitalise on state and regional marketing efforts

Strategy	Outcomes
<p>3-3-1 Maintain memberships and strong working relationships with regional groups.</p>	<ul style="list-style-type: none"> Membership has been maintained to date with Central NSW Tourism, FilmCentral and Newell Highway Promotions Committee has been maintained. The Branch has met with Orana RDA and Tourism Action Group regarding potential cooperative opportunities.
<p>3-3-2 Support identified regional and cooperative marketing initiatives.</p>	<p>Newell Highway Guide Branch coordinated feature on Dubbo will include editorial and images and will have been supported by co-operative advertising from nine local businesses.</p> <p>Central NSW Tourism initiatives Supported regional attendance at Sydney Caravan and Camping Show, Hunter Caravan and Camping Show and Orana Caravan and Camping Show. Provided input into development of Regional Tourism Strategy</p> <p>Tourism NSW initiatives Promoted spring school holiday campaigns to local industry and provided images for use in TNSW online promotions.</p>

4 Attract and retain skilled professionals

*KPI: deliver and support two skill attraction initiatives: Produced collateral to support health professional recruitment and support recruitment component of Evocities campaign
KPI: deliver and support three retention/engagement initiatives: New resident event was held on 14 July, next new resident night scheduled for 19 November*

4.2 Introduce 'connect and retain' initiatives.

Strategy	Outcomes
<p>4.2.1 Welcome new residents to City and encourage connection with community.</p>	<p>New resident event was held July 14 2010. The event attracted 40 new residents and included the participation of eight volunteer community organisations. The event was sponsored by the Macquarie Inn.</p> <p>The next new resident night will be held on 20 November as an event in this year's I love Dubbo Festival. The night is being sponsored by the Old Dubbo Gaol.</p>
<p>4.2.2 Support individual industry/business with external skill attraction initiatives/marketing campaigns.</p>	<p>Provided City tours to visiting health professionals that are relocating to Dubbo.</p> <p>A stand promoting the lifestyle and investment opportunities available in Dubbo and the region to people living in the metropolitan area of Sydney was a part of the cooperative stand with RDA Orana at the Country & Regional Living Expo.</p> <p>The Branch has also been communicating the opportunity local industry has to promote job vacancies via the Dubbo-jobs website as part of the Evocities campaign.</p>
<p>4.2.3 Investigate new resident's relocation experiences and make improvements where appropriate.</p>	<p>Surveys are distributed at each new resident event held. Results are collated and reported back to stakeholders when required.</p>
<p>4.2.4 Support Evocities new resident enquires.</p>	<p>160 enquiries provided with a tailored and targeted response in first month of Evocities campaign.</p>

5 Industry collaboration and engagement

*KPI: 80% stakeholder satisfaction with program initiatives: 100% satisfaction with the Dubbo City Guide
KPI: \$40,000 buy-in to program initiatives: \$88,866 buy in for 2009/10, to date \$32,195 buy in for 2010/11 (figures excluding GST).*

5.1 Build support through proactive communications program.

Strategy	Outcomes
<p>5.1.1 Ensure industry is aware about City Image Program and cooperatives opportunities.</p>	<p>All keys stakeholder groups were provided copies of previous Program progress report and the updated action calendar which lists all activities and highlighting cooperative opportunities.</p> <p>The 18-month action calendar was also featured in City Image Newsletter and is available on the Online Business Resource Centre.</p> <p>The Branch has developed a partnership program designed to provide all businesses in Dubbo with equal exposure, and opportunity to utilise the generic promotional tools that the Branch maintains such as the Dubbo City Information Centre, Dubbo City Guide and www.dubbo.com.au.</p> <p>The Marketing Partnership Program aims to:</p> <ul style="list-style-type: none"> clearly identify opportunities for all businesses; set participation costs in line with market reach and multiple buy-in provide a range of options for business to have choice about level of involvement. <p>The introduction of a more structured partnership program was not motivated by a need to generate income, but rather, provide a level of fairness and equality to all Dubbo businesses seeking to leverage off Dubbo's promotional touchpoints.</p> <p>Communication about the partnership program went out in August. There has been no negative feedback received from industry regarding the Program. The initiative has resulted in several new businesses coming on board to be promoted through these channels.</p> <p>Other stakeholder communications include:</p> <ul style="list-style-type: none"> Meetings with management Orana Mall and Centro regarding upcoming campaigns and City Image Program Meeting with Board members Dubbo Chamber of Commerce & Industry Inc regarding upcoming banner campaign Meeting with key land developers regarding proposed industrial land campaigns Consultation with industry regarding the City Information Centre's central reservation service for accommodation Meeting with RiverSmart regarding opportunities of support Meeting with Tourism Action Group regarding potential opportunities <p>Following a meeting with Chamber board, an offer was made to support informal networking opportunities with Councillors and Council senior staff. Chamber is yet to respond to offer.</p> <p>Six City Image e-blasts have been delivered to industry. Each week the City Image News (printed in each Friday's edition of the Daily Liberal) is distributed via the Dubbo Chamber of Commerce e-blasts.</p> <p>There are currently 1499 contacts on City Image database.</p> <p>Weekly column in Friday's Daily Liberal promotes City marketing initiatives, opportunities and local events.</p> <p>A weekly spot on 2DU and ZooFM each Friday also promote campaigns and local activities and events for the coming weekend.</p>

<p>5.1.2 High level of industry participation in program.</p>	<p>\$40,000 industry buy-in to cooperative opportunities.</p> <p>This KPI is a 12 month KPI in Council's Management Plan. To date in 10/11 the Branch has attracted \$32,195 (ex GST) from industry to support to collaborative campaigns (figures exclude in-kind sponsorships):</p> <ul style="list-style-type: none"> • Newell Highway Guide \$9,695 • Discover Dubbo Campaign: \$17,500 • I love Dubbo Festival \$5,000
<p>5.1.3 Report to Council and industry biannually on progress of program.</p>	<p>This November 2010 report is the second of three reports in the 18 month period</p>

5.2 Promote City Image services to industry.

Strategy	Outcomes
<p>5.2.1 Increase face to face communication with industry.</p>	<p>50 hours face to face communication</p> <p>In six months to October 2010 City Image Branch spent estimated 61 hours in direct, face-to-face communication with stakeholders, namely:</p> <ul style="list-style-type: none"> • Face-to-face time: Industry networking: 10 Hours(i.e. CIB, Council and Chamber of Commerce functions) • Face-to-face with stakeholder groups: 15 hours(i.e. CNSWT, REI, RDA, TWPZ, TAG) • Face-to-face time in campaign development: 10 hours • Face to face in delivery information and advice to individuals: 26 hours
<p>5.2.2 Maintain engagement from stakeholders with Program initiatives.</p>	<p>90% believe Program is very supportive or supportive to individual pursuits. 100% satisfaction recorded (July 2009)</p> <p>90% satisfaction with key areas of Program activities. 92% satisfaction recorded (July 2009)</p> <p>Next stakeholder survey to be conducted December 2010 with the release of this progress report.</p> <p>Next stakeholder survey to be conducted July 2010</p>

5.3 Through the redevelopment of the Economic Development Strategy identify and support industry specific initiatives.

Strategy	Outcomes
<p>5.3.1 Develop initiatives aligned to the key industries agreed in the Strategy.</p>	<p>Awaiting development of new strategy.</p>
<p>5.3.2 Support business learning and development opportunities.</p>	<p>All known local and regional learning and development programs are communicated via City Image communications channels including Online Business Resource Centre, business events listings, e-blasts, weekly radio segments and weekly newspaper column).</p>

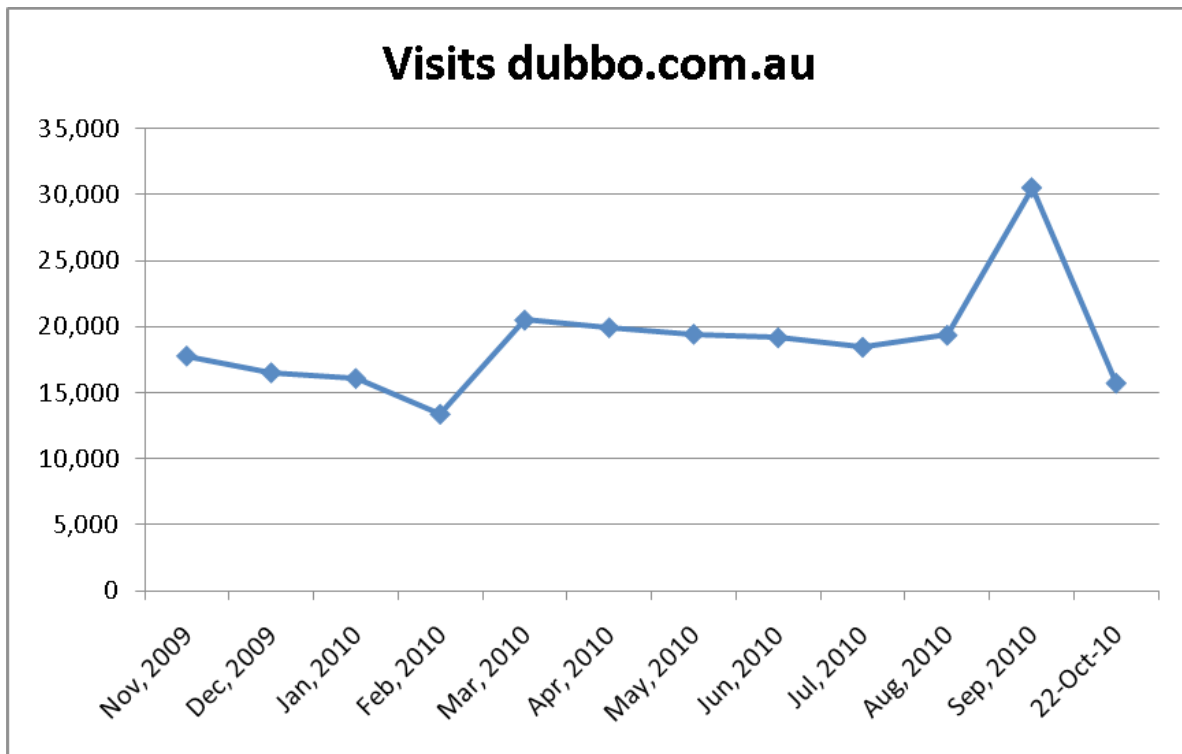
2

Update on online marketing activity

In the past six months the Program has aimed to improve the City’s online information capability and customer interaction via dubbo.com.au.

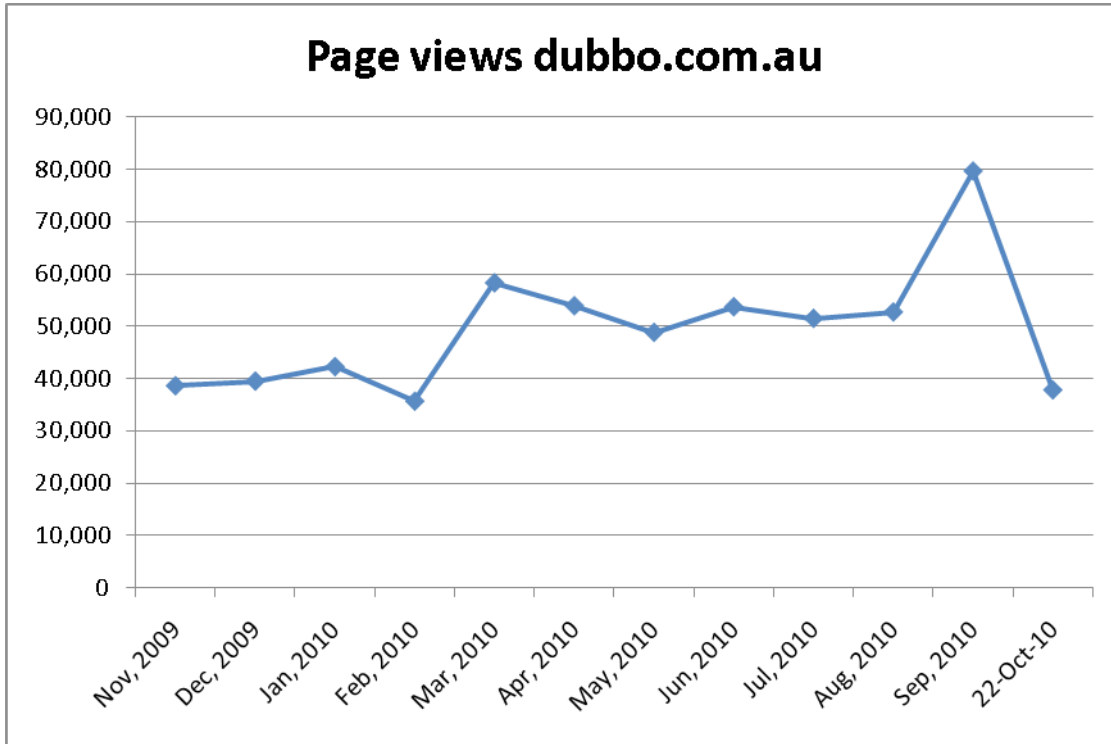
In the 12 months to October 22, 233,764 people visited the site.

Over the past 12 months the site has averaged 19, 204 visits per month. The Evocities campaign and a strong Spring School holiday period contributed to strong increase in September.



Importantly visitors to dubbo.com.au are spending good amounts of time at the site and viewing more pages. Average time spent at the site is 3m31s.

Note: October is only two thirds accounted.



The site is attracting relevant visitation with a bounce rate (rate at which people click on to your site and quickly leave because the site is not what they’re looking for) is 31.93%. (Google Analytics). By industry standards anything less than 50% is acceptable, less than 30% is excellent.

Redevelopment of dubbo.com.au has resulted in the site being far more dynamic and has improved access to the sites most popular areas – such as events and accommodation. The site also interacts more with social media channels such as Facebook and Twitter.

Development of a Social Media Strategy (in progress) aims to ensure that online marketing and communication opportunities are maximised.

There continues to be support from local groups and industry posting events to dubbo.com.au. There are currently 99 individuals and community groups registered to upload their own events. In the past 6 months 395 events have been promoted on the site.

In the past six months the Dubbo Online Resource Centre has received 1950 visits.

3

Update on visitor market

The Dubbo Tourism Market Report produced by the City information Centre continues to indicate strong occupancy rates. In the past 12 months to September 2010, eight months have recorded highest figures on record. September 2010 was the biggest month since record keeping (ten years).

Average occupancy September 2010

Average occupancy 2001- 2010										
Month	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
January	55.2%	52.8%	53.1%	56.6%	61.32%	46.26%	55.67%	54.06%	57.68%	55.44%
February	45.4%	50.0%	46.9%	46.2%	46.33%	49.65%	49.96%	51.82%	50.07%	57.93%
March	56.3%	51.1%	50.3%	54.5%	63.12%	58.75%	60.81%	64.97%	63.65%	65.02%
April	64.5%	68.3%	71.1%	67.1%	62.75%	65.00%	63.46%	72.04%	76.63%	75.06%
May	56.9%	57.3%	61.3%	59.9%	55.99%	64.13%	63.16%	65.32%	67.37%	68.53%
June	62.0%	63.8%	57.1%	64.0%	62.42%	66.33%	63.66%	66.03%	63.99%	64.85%
July	65.9%	68.5%	69.9%	64.2%	59.61%	64.61%	74.50%	70.58%	74.00%	79.42%
August	56.7%	59.7%	62.7%	56.1%	64.87%	61.53%	69.95%	67.3%	68.14%	77.84%
September	68.2%	70.6%	71.5%	72.9%	73.18%	74.02%	76.20%	73.46%	78.24%	82.37%
October	76.2%	72.2%	71.8%	65.2%	67.70%	71.51%	72.81%	72.14%	80.73%	
November	55.3%	53.4%	53.6%	54.5%	62.51%	60.62%	61.49%	53.68%	61.60%	
December	55.5%	54.9%	54.6%	53.4%	50.65%	50.94%	56.88%	58.85%	59.69%	
Avg %/yr	59.84%	60.22%	60.33%	59.6%	60.0%	61.1%	64.0%	64.2%	66.8%	

 Highest monthly average on record