

CITY IMAGE BRANCH WEEKLY UPDATE

18 February 2011

Plenty of events on offer

The first half of 2011 is shaping up to provide a host of events for visitors and locals alike. Along side big names such as The McClymonts, David Campbell, Julie Anthony, Simon Gallaher and the Michael Jackson Show, there will be a host of major events in the City.

Dubbo will see the return of livestock shows and sales such as the Annual Thoroughbred Yearling Sale, NSW Beef Spectacular and Trade Expo, National Poll Hereford Show & Sale and National Shorthorn Show & Sale. The Poll Herefords and Shorthorns will return to the Dubbo Showground for the 50th and 52nd year respectively.

There is also a line-up of big sporting events. The NSW Country Touch Football Championships, State Cycling Championships and International Body Building Championships will bring a combined visitation to Dubbo in excess of 1500 people.

Dubbo's accessibility, combined with an abundance of accommodation and unique venue options, makes it a popular venue for business events and included in the City's conference calendar is the District 9670 Rotary Conference and Parks & Leisure NSW Conference, both scheduled for next month.

For those with interests in motor sports, this weekend Morris Park Speedway will feature the AMCA Australian Titles and for those more into memorabilia than motors, the Annual Bottle & Collectables Show & Trading Fair will return for the 24th year in April.

For more information regarding these events, or to upload your event to the City's event calendar, visit <http://www.dubbo.com.au/TimeToPlay.html>

How we can help

Events bring significant cultural, social and economic benefits to a community. To help event organisers deliver successful events, we have a team of experienced professionals to ensure events are provided with expert guidance and support.

From advice on the local marketplace, event timing and weather conditions, through to Council approvals and booking accommodation, you can be assured the event specialist in Council's City Image Branch will provide you with the right information and refer you to the right people.

The Dubbo City Council's City Image Branch can support your event with:

- Information, advice and support on the local market;
- advice on time-lines in relation to the existing events calendar;
- centralised accommodation booking and registration service;
- promotion of your event through local (What's On) and regional initiatives;
- Dubbo visitor information packs; and
- assistance in pitching Dubbo's product and location benefits in presentations to your stakeholders (an event bid).

**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



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If you need help to bring your event to Dubbo, or need support or advice to help make your event a success, contact 6801 4451.

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