



Dubbo City Promotions Partnership Program

2011

Introduction

Dubbo City Promotions Partnership Program

Dubbo City Council's Promotions Partnership Program provides the opportunity to promote your business at a level that suits you. Dubbo City Council's Marketing and Communication Services Branch implements the program in partnership with the business community. In this information package you will find many various opportunities to further promote your business to a broad range of customers.

The Program offers the following opportunities to local businesses:

1

Option One

Dubbo City Guide Partnership

(18 month partnership)

Advertise in the 2012/2013 Dubbo City Guide and receive benefits and opportunities over an 18-month period.

Cost

\$250 – \$6050 (incl GST)

2

Option Two

Dubbo City Promotion Partnership

(12 month partnership)

This partnership is for Dubbo LGA businesses which do not wish to advertise in the Dubbo City Guide, but would like to take advantage of other promotional opportunities over a 12-month period.

Cost

\$250 (incl GST)

3

Option Three

City Promotion Services

Businesses not wishing to join a partnership, can purchase individual services separately.

This opportunity is available to Dubbo LGA businesses only.

Cost

\$50 – \$440 (incl GST)

"Marketing an individual product or attraction can be an expensive and time intensive process for an industry operator. Marketing at a destination level through a collaboration effort between industry stakeholders can help to gain time and cost efficiencies and identify new market potential. Destination marketing can also lead to extended length of stay and increased expenditure within a region."

Sustainable Tourism Co-operative Research Centre

Option One : Dubbo City Guide Partnership (18 month partnership)

When you advertise in the 2012/2013 edition of the Dubbo City Guide, you will receive a range of benefits to further promote your business.

City Guide advertisement

Be part of Dubbo's official City Guide. With 120,000 hard copies produced as well as an interactive online version, the Guide is estimated to reach around 300,000 people. The Guide is provided to a wide range of visitors including holiday makers, tour operators and conference delegates. It is also distributed to local residents and visiting media.

Benefit 1

Business profile on www.dubbo.com.au

The site attracts over 120,000 visitors per year (2010/11). The site is actively promoted via online campaigns and search engine activity. The site is utilised as the official city information site for all visitors, new resident, event and investment attraction activity. The site is also promoted to Dubbo and regional residents.

Benefit 2

Brochure display

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

Benefit 3

(available only to accommodation, attractions, activities, eating out and event venues):

Inhouse guide listing

The in-house guides are regularly distributed to visitors, media, conference and event organisers and tour group operators. There are currently four in-house guides maintained by the Dubbo Visitors Information Centre:

- Dubbo Accommodation Guide
- Dubbo Attractions and Activities Guide
- Dubbo Eating Out Guide
- Dubbo Event and Conference Venue Guide

Quarterly update program

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

Accommodation availability program (only available to accommodation venues)

In peak visitation periods, your business will be contacted by a Visitors Information Centre staff member and asked to provide a 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.

Dubbo City Guide Partnership	
Advertisement in Dubbo City Guide	✓
Profile on dubbo.com.au	✓
Brochure display	✓
Listing in-house guide	✓
Quarterly update program	✓
Accommodation availability	✓
Costs	\$250 – \$6050 (incl GST)

Additional Business Listing: During the 18-month partnership period all Guide partners are entitled to publicise an additional business through the City website and Visitors Information Centre for a small fee of \$55 per additional listing. Please note that this offer is only available to businesses who operate more than one facility/experience at the one site.

See page 6 for details on the above benefits.

Option Two: City Promotions Partnership (12 month partnership – Dubbo LGA businesses only)

If you do not advertise in the Dubbo City Guide, you may be interested in an opportunity to widely promote your business via the City's two most highly utilised distribution channels:

Benefit 1

Business profile on www.dubbo.com.au

The site attracts over 120,000 visitors per year (2010/11). The site is actively promoted via online campaigns and search engine activity. The site is utilised as the official city information site for all visitors, new resident, event and investment attraction activity. The site is also promoted to Dubbo and regional residents.

Benefit 2

Brochure display

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

Benefit 3 (available only to accommodation, attractions, activities, eating out and event venues):

In-house guide listing

The in-house guides are regularly distributed to visitors, media, conference and event organisers and tour group operators. There are currently four in-house guides maintained by the Dubbo Visitors Information Centre:

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In peak visitation periods, your business will be contacted by Visitors Information Centre staff member and asked to provide a 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.

Tourism Partner	
Profile on dubbo.com.au	✓
Brochure display	✓
Listing in-house guide	✓
Quarterly update program	✓
Accommodation availability	✓
Costs	\$250 (incl GST)

Business Partner	
Profile on dubbo.com.au	✓
Brochure display	✓
Costs	\$250 (incl GST)

Community Partner*	
Profile on dubbo.com.au	✓
Brochure display	✓
Listing in-house guide	✓
Quarterly update program	✓
Costs	\$250 (incl GST)

**Not for profit/volunteer organisations at discretion of Marketing and Communication Services Branch.*

Partners can purchase additional business listings (includes online business profile, brochure display and in-house guide) **\$50 (incl GST)**

Please note that this offer is only available to businesses who operate more than one facility/experience at the one site.

Option Three: City Promotion Services (Dubbo LGA businesses only)



Businesses not wishing to join a partnership, can purchase the below services separately:

Website tile	\$440 (incl GST) (four month placement)
Online business profile	\$250 (incl GST) (12 month placement)
In-house guide listing	\$75 (incl GST) (12 month placement)
Brochure display	\$50 (incl GST) (12 month placement)

Details of services

Business profile on www.dubbo.com.au

The Dubbo City website dubbo.com.au is widely publicised by Dubbo City Council's Marketing and Communications Services Branch to new residents, events, tourism, business and investment markets.



The website's magazine-style format is interactive, colourful and dynamic. It provides some unique insights into our community including personal stories of outstanding achievements by successful Dubbo residents, businesses and organisations.

An online Dubbo Directory was developed to promote local businesses directly to around 10,000 potential customers a month. The Directory is a great showcase of businesses operating in our City.

Your business profile on www.dubbo.com.au will include:

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

Tourism and event partners also have the opportunity to list:

- Star ratings (accommodation properties)
- Availability (accommodation properties)
- Opening times, admission prices (attractions and activities)
- Opening times, indicative meal prices (eating out)
- Event space name and capacity (event and conference venues)

Dubbo's number one call to action in response to campaigns and activities is www.dubbo.com.au. The website receives over 120,000 unique visitors per year, where measurable data based on visitation and referrals to your website from the Dubbo website is reported.

If you are a tourism operator, your business will also be listed and updated quarterly on the Tourism NSW website www.visitnsw.com.au.



Example of Dubbo Directory

Website tiles

Website tiles can be purchased to appear on dubbo.com.au. Cost include design on one tile if required. Tiles are linked directly to your business website and referral data is available to you.

Category listings include:

- Time to Live
- Time to Explore
- Time to Grow
- Time to Play



Example of tiles on webpage

Brochure display

Operators are invited to display a promotional brochure at the Dubbo Visitors Information Centre (when brochure stocks run low, you will be contacted and requested to supply more brochures for stock replenishment).

The brochure display includes one brochure only*, which is made available to over 100,000 potential customers of the Visitors Information Centre.

**Brochure inclusion is subject to VIC Supervisor's approval.*

In-house guide listing

(Tourism and events industries only)

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

Your in-house guide listings would 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.

Accommodation, Attractions and Activities in-house guides will also be displayed on the Datatrax Tourism Touchscreen (an electronic display board, available 24hrs/day at the VIC). This network also displays to information centres across Australia and New Zealand.

Quarterly Update Program

To maintain accuracy of the information provided, your business will be contacted by a Visitors Information Centre staff member on a quarterly basis to ensure all details are current.

Accommodation Availability

(Accommodation industry only)

In peak visitation periods, your business will be contacted by a Visitors Information Centre staff member and asked to provide a room availability status to ensure that visitors are given every opportunity to stay in our City.

Enquiries

Dubbo City Guide Partnership

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