

INTERIM CHANGES TO EVENT PROMOTION GUIDELINES

1 August – 31 October 2020

For the period 1 August to 31 October 2020, live music, workshops, classes and tours will be promoted on the Events Calendar on dubbo.com.au.

Additional free promotional support will see content included on:

- Weekly eBlast
- Digital sign in Elston Park*
- Radio 2DU and ZooFM

*The digital sign in Elston Park will point to the Events Calendar for more information on live events, workshops, classes and tours.

Key guidelines are as follows:

Live music:

- Must have set start and finish time.
- Must be live – no DJs or recorded music.
- Be held in a venue or business that registered COVID-19 safe

Workshops/Classes/Tours

- Only activities that are not offered as part of a business's 'ongoing operation' will be permitted.
- Be held in a venue or business that is registered COVID-19 safe

Commercially driven activities such as product launches, brand activations etc will not be permitted.

The interim guidelines are in place until 31 October, however Council has the right to amend the timelines as required.

Please also refer to the guidelines below.

To upload live music, workshops, classes and tours go to: <https://dubbo.com.au/submit-your-event>

EVENT GUIDELINES

To be eligible to display your event on the Dubbo Region's Event Calendar, please review the following guidelines and criteria.

- Must be held in the Local Government Area (or in part)
- Must have broad community appeal; or potential to drive visitation to the Dubbo Region
- Live music performances can be added as an event as long as the performance is open to the public, has a set open and finish time, and the music/vocals are live (no recorded music/DJs)
- Residents and visitors to the local government area must be able to participate in the event or attend as a spectator. (Council may, from time to time, include a listing that promotes the local government area as a venue for events. This may, or may not, provide opportunity for locals to attend.)

Council has the right to refuse an event that:

- Does not promote the local government area in a positive manner
- Is a Religious activity not offering entertainment value or lacking broad community appeal
- Is considered to be primarily about a commercial entity or business promotion
- Is an activity that is primarily focused on raising awareness of public health/safety or community amenity
- Contains offensive, racist or abusive material/event elements
- Conflicts with Council's values, policies or statutory responsibilities
- Promotes politicians or political parties
- Involves the manufacture, distribution and sale of tobacco and tobacco-related products
- Involves the manufacture, distribution or wholesaling of alcoholic products to persons under 18
- Is deemed as having the likelihood of affecting Council's public image or reputation
- Is a corporate or community activity with an administrative or governance focus (eg. AGM, member meetings, board meetings)

Activities that may be considered for inclusion on the Events Calendar:

- Events organised by businesses that have an entertainment element (other than a special menu) to mark occasions such as Valentine's Day, Mother's Day or Christmas
- Garage sales and activities that are raising money for a community organisation or individual
- Fetes that welcome members of the community and visitors to attend
- Regular events that are free and open to members of the community and visitors to participate/spectate

Guidelines – uploading your event to dubbo.com.au

- Event organisers are responsible for uploading information regarding their event
- Appropriate approvals must be in place prior to listing your event
- All fields of the event upload form must be completed
- No upper case text permitted
- Minimum 25 word description
- Images must be JPEG format
- Images cannot contain text or logos
- Event organisers are responsible for uploading details of the event to dubbo.com.au and ensuring the information is correct, including updates
- Council will take no responsibility for error made by event organisers when an event is uploaded
- Council has the right to upload events as it deems necessary

AREAS OF RESPONSIBILITY

The Event Organiser

- Is responsible for uploading details to the calendar. Council takes no responsibility for events not listed, and subsequently, not promoted on the calendar.
- Must have relevant approvals prior to listing the event on the Calendar
- Upload all details of the event (including a description of the event that will help attract visitors or locals to the event)
- Provide Council with any changes as they may arise (changes to the events listing can only be made by Council staff – refer contact below)
- Advise Council immediately if the event is cancelled, postponed or sold out

Dubbo Regional Council

- Will moderate requests for inclusion on the Region's Events Calendar as per the guidelines
NB: Please allow up to 3 working days for your event to appear on the Event Calendar.
- Classify the event as per the event classifications created by Dubbo Regional Council.
- Correct any typographical errors including spelling, formatting and tense to maintain the standard and tone of the calendar
- Will, on advice from the event organiser, remove the event from the Calendar/make a note on the listing, if the event is sold-out or cancelled
- Will determine events that qualify for a high level of promotional support (as per below)

EVENT CALENDAR CATEGORIES

AGRICULTURAL EVENTS

Activity classified as agricultural events must exhibit equipment, animals, sports or recreation associated with the agriculture and animal industry. These events may include livestock shows, trade fairs, and competitions etc. Local or seasonal competitions or frequently reoccurring agricultural events are not eligible for higher promotion, other than major annual events, and must be classified in the Community Events and Fundraisers category.

EXHIBITIONS AND SHOWS

Only temporary performances are to be listed in the exhibitions and shows category. These events may include dance performances, theatre shows, special guest performances, circus events, car or bike shows etc. Frequently reoccurring exhibitions and shows are not eligible for higher promotion, other than annual events, with the exception of exhibition opening events which are eligible for higher promotion.

FESTIVAL

An event will be classified as a festival if the event runs for a minimum of one day showcasing the themes of music, food, beverages, culture etc. Micro festivals may also be listed in the festival category. Festival events are eligible for higher promotion.

FOOD AND WINE

Events will be classified as a food and wine event if their core event activity centres on food or beverages. These events may include foodies nights and specialty dinners etc. Food and wine events are eligible for higher promotion.

MARKETS

Events that include one-off, irregular, regular, or specially-themed markets as the major event activity. These events must include stall holders specialising in produce, craft, artisan products etc. Market events are eligible for higher promotion.

SPORTING AND RECREATION

Sporting events listed in this classification can either be for participation, public viewing, or both. The event needs to have the potential to attract interstate, national, or international visitors or participants. Local or seasonal competitions or frequently reoccurring sporting and recreation events are not eligible for higher promotion, other than major annual events, and must be classified in the Community Events and Fundraisers category.

COMMUNITY EVENTS AND FUNDRAISERS

Eligible community events must be open to the general public in a public venue. Events must target the broad community; events for special interest groups or specific demographics are not eligible for listing on the event calendar. Community events and fundraisers are not eligible for higher promotion.

CONFERENCES AND BUSINESS

A business event must meet the Event Calendar Guidelines to be listed in the conference and business category. Conference and business events are not eligible for higher promotion.

LIVE ENTERTAINMENT

Stand-up comedy, circus performances, one off film screenings, and live music performances at pubs and clubs will be classified in the live entertainment category. Live entertainment events are not eligible for higher promotion.

EVENTS QUALIFYING FOR HIGHER LEVEL OR ADDITIONAL PROMOTION

In addition to promoting your event on the Dubbo Region Events Calendar, your event may qualify for higher level or additional promotion.

Platforms include:

- Weekly What's On document and eblast to a database of accommodation operators, media, local residents, and visitor information centres in the region.
- The Digital Sign located in Elston Park, Cobra Street, Dubbo
- Social media promotion on @DubboCity or @WellingtonNSW

The following events are eligible for additional promotion:

- Events sponsored by Dubbo Regional Council
- Events held at a Dubbo Regional Council venue
- Ticketed events
- Events with the potential to attract 500 or more attendees
- Events with that have broad community appeal
- Events that have the potential to drive visitation to the Dubbo Region.

NOTE

It is important that event organisers do not solely rely on promotion of events via Council's promotional channels and that all promotional platforms and media mixes are considered when creating the marketing plan for your event. In addition to paid advertising, have you considered the following free promotional opportunities?

- A dedicated Facebook/Instagram page
- Placement of posters in local businesses/shopping centres/motel reception areas
- Placement of posters in Dubbo Region's visitor information centres in Dubbo and Wellington
- Community service announcements and broadcasts via radio or television
- Media releases to local media outlets

Please contact Council's Events Unit if you require assistance to help shape your marketing plan.