

# FESTIVALS



A HISTORY OF  
HOSTING SUCCESS  
AND A STRONG  
SUPPLY INDUSTRY





## TOP 5

Our top 5 reasons why you should hold your live performance or music festival in the Dubbo Region.

### 1. CHOICE OF VENUES WITH A PROVEN RECORD

The Dubbo Showground is fully fenced and hosted 18,000 people at Triple J's One Night Stand music festival. Lazy River Estate has hosted three Red Hot Summer Tour music festivals attracting upwards of 5,000 people.

### 2. PLENTY OF ACCOMMODATION

Dubbo Region boasts bed-capacity in excess of 5,000; with a further 5,000 beds within a 2 hour radius.

### 3. CENTRALLY LOCATED AND EASILY ACCESSED

Dubbo is located in the heart of New South Wales and sits on the junction of three major highways. More than 200 flights connect the Dubbo Region to 9 destinations.

### 4. BURGEONING TARGET DEMOGRAPHIC

The Dubbo Region boasts a resident population of 52,000 and a catchment population in excess of 200,000 people. There are more than 180,000 people aged 20-49 years within a 4 hour radius.

### 5. A STRONG EVENT SUPPLY INDUSTRY AT YOUR FINGERTIPS

The Dubbo Region is supported by a robust supply chain to help you arrange and deliver your event.



# EVENT VENUES WITH A PROVEN RECORD

**Dubbo Showground** has a wide range of venues with the capacity for more than 18,000 people in the main arena and an undercover area of 6,000 square metres. The Showground is fully fenced and includes a function centre perfectly appointed to accommodate back-of-house activities including 'green room' and media.

The Dubbo Showground attracted record crowds to Triple J's One Night Stand in 2013. The 60,000 square metre venue is located in the centre of Dubbo and is a short walk to no less than 30 motels.

**Lazy River Estate** is supported by an experienced events team with the expertise to assist in the development of event management plans and marketing and promotion of events.

Several large-scale music festivals have been held on the site which is located a short distance from residential areas. The national touring production, Red Hot Summer Tour, has held 3 successful events at the venue attracting upwards of 5,000 people.

# PLENTY OF ACCOMMODATION

The Dubbo Region has a proven record of success when supporting large influxes of people. With over 5,000 beds on offer across the region, and access to a further 5,000 within a 2 hour radius, the Dubbo Region has the capacity to support large music festivals.

There is an abundance of group accommodation providing a wide range of options including self-contained units, family rooms, cabins and both powered and unpowered sites for those ready to bunk down with friends for the night.

# CENTRALLY LOCATED AND EASILY ACCESSED

Dubbo is located in the heart of New South Wales and is easily accessed by road, rail and air.

The Newell, Mitchell and Golden highways converge in Dubbo and connect the region to each point of the compass.

Festival-goers can leave the car at home and travel by rail via NSW Trainlink's daily XPT service out of Sydney. The fast-paced train departs Central Station daily stopping at various stations along the Western route before returning to Sydney each day.

Headliners, musicians and staff can fly direct to and from 9 destinations including Sydney, Melbourne, Brisbane and Newcastle. The **Dubbo City Regional Airport** is a 5 minute drive to Dubbo's CBD and is serviced by a large taxi fleet, including wheelchair accessible vehicles. There are also 4 hire car companies to assist with transfer needs.





## BURGEONING TARGET DEMOGRAPHIC

As a service centre to a catchment population of more than 200,000 people, the Dubbo Region has access to a community that is passionate and at the ready for live music, aspiring artists and community celebrations.

Within a 4 hour drive your festival can tap into more than 82,000 people aged 18-35 years and over 100,000 people aged 35-50 years.

Dubbo is also home to a campus of Charles Sturt University and the City attracts a strong cohort of young people undertaking TAFE studies and apprenticeships.

## A STRONG EVENT SUPPLY INDUSTRY

Dubbo's reputation as an events destination has helped develop a solid network of event suppliers. Included in the supply chain are businesses with decades of experience in providing online ticketing, staging, sound, security and traffic control.

Please refer to the Event Suppliers booklet for a range of businesses located within the Dubbo Region. These businesses have an acute understanding of event arrangement and delivery and provide goods and services both locally and nationwide.





# LET US HELP YOU

Dubbo Regional Council has an extensive track record in successfully attracting, delivering and supporting events. Our team is ready to provide strategic advice to help shape your event and promotional support to help make it a great success.

Staff of Dubbo Regional Council's Events Unit have earned a solid reputation for providing high quality end-to-end client management and, together with the mix of tactics below, can help bring your event to the Dubbo Region.

#### The Events Unit can:

- ▶ Develop professional bid documents highlighting the Region's unique value propositions as a premier venue for events and address the all-essential host selection criteria.
- ▶ Create multi-media materials to present to selection committees or support bid activity
- ▶ Facilitate site visits and meetings with key Council personnel to scope and support the event across various levels of the Organisation
- ▶ Arrange meetings with external stakeholders such as police, ambulance, fire and key community groups
- ▶ Maintain open and regular communications including scoping and progress meetings as required
- ▶ Offer an opportunity to apply for Council and State Government managed financial assistance
- ▶ Provide advice to help optimise event timing, planning and venue options
- ▶ Assist with contacts for local suppliers to the events industry
- ▶ Facilitate scoping meetings with key Council staff relating to procedural and legislative matters such as traffic, waste and risk control
- ▶ Supply templates to assist with the development of event management plans
- ▶ Provide engaging destination materials and critical information to help craft promotional content
- ▶ Suggest experiences for pre and post touring itineraries and social activities
- ▶ Help promote your event across print, radio, digital signage, websites and social media
- ▶ Supply contact details for local print, digital and broadcast media

## CONTACT US AND LET US HELP YOU

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*The businesses mentioned in this guide are proud partners in the attraction of major events to the Dubbo Region. Please support these businesses investing in the Dubbo community.*