

SPORTING EVENTS



A REGION WITH
QUALITY VENUES
AND AN APPETITE
FOR SPORT



TOP 5

Our top 5 reasons why you should hold your sporting event in the Dubbo Region.

1. VENUES OF NATIONAL AND INTERNATIONAL STANDARD

Dubbo boasts a range of venues of national and international standard including **Apex Oval**, the region's premier football venue; **Barden Park**, the centre for excellence in athletics; and the newly completed **Dubbo Region Cycle Facility**.

2. HUB FOR ADVENTURE SPORTS

The unique and natural attributes of Wellington make it the ideal destination for niche and extreme sporting events.

3. PLENTY OF GROUP-STYLE ACCOMMODATION

There are more than 5,000 beds available in the Dubbo Region, with a further 5,000 beds within a 2 hour radius.

4. 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 a week connect Dubbo to 9 destinations including Sydney, Newcastle, Melbourne and Brisbane.

5. LARGE CATCHMENT POPULATION

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.

QUALITY VENUES

Apex Oval is the Region's premier football venue offering a state-of-the-art, sand-based, all-weather playing surface of national standard. The fully fenced site provides 360 degree amphitheatre style viewing for a capacity crowd of 18,000 people. The grandstand has undercover spectator seating for 1,340 people including accessible seating. The main field features an onsite electronic scoreboard and the stadium comprises of a sound-proof commentator's box, coaches' boxes and four change rooms.

Barden Park is Dubbo's centre for excellence for athletics. The IAAF accredited facility consists of an eight-lane 400 metre synthetic track, and six synthetic runway tracks with convertible pits for sand or mats for long jump, triple jump and pole vault events. There are two international standard throwing cages, four shot put circles, an extended synthetic 'D' for high jump and a synthetic javelin runway. An undercover grandstand provides seating for almost 600 spectators.

Dubbo Region Cycle Facility is the Region's newest sporting venue; a \$5.8M state-of-the-art cycling facility which includes a 400 metre oval and circuit track, 1000 metre criterium track, spectator seating and clubhouse.

Dubbo and Wellington Aquatic Leisure Centres combine to offer a 10 lane Olympic size swimming pool and a 50m x 8 lane swimming pool which are both temperature controlled. Both facilities provide ample space for spectators with the Dubbo centre also offering a tiered undercover grandstand with a capacity for more than 600 people. Both Aquatic Leisure Centres are located close to the CBD's of the Dubbo Region.

Sporting Venues:

- 7 rugby league/union fields
- 13 turf surfaces touch playing fields
- 2 athletics facilities
- 11 cricket pitches with options of turf or synthetic surface
- 10 full-sized turf surfaced football/soccer playing fields
- 13 hard court netball courts
- 4 horse racing tracks
- An international standard water based hockey playing surface
- An 18 and 27 hole golf course
- Karting and motor sport racing facilities
- Indoor multi-sports complexes
- Cycling Velodrome

A HUB FOR ADVENTURE SPORTS

Wellington's expansive Lake Burrendong is the perfect location for water sports. The dam's surface area is equal to nearly 10,000 football fields and its wall taller than a 25-storey building. It is a popular location for water skiing and fishing with the annual Lake Burrendong Fishing Classic attracting thousands of rod and reel enthusiasts.

Mount Arthur Reserve in Wellington provides ideal attributes to support running and cycling events. The Mount Arthur Challenge held in previous years included runs up to 9km and a 50km cycling event. The two hour event was a popular date on the calendar for runners and cyclers from across Australia.

In 2018, Wellington hosted the National Tree Climbing Championships in Pioneer Park. The event attracted professional climbers and arborists from across Australia.





PLENTY OF GROUP ACCOMMODATION

The abundance of accommodation and the Region's ability to meet the needs of the group market are key reasons why carnivals, championships and competitions stud the annual events calendar.

The Dubbo Region specialises in group accommodation providing a wide breadth of self-contained, cabin, and dormitory-style options. Offering modern conveniences, and a range of configurations, the Region's motel-style accommodation is affordable and conveniently located.

For a full list of accommodation offering more than 5,000 beds go to **dubbo.com.au**.

CENTRALLY LOCATED AND EASILY ACCESSED

The Dubbo Region is located in the heart of New South Wales and is conveniently connected to each point of the compass via three highways; Newell, Mitchell and Golden.

Dubbo is a 5 hour drive from Sydney and the Illawarra Region; 4.5 hours from Newcastle, Central Coast, Cobar, Wagga Wagga and Canberra; 3.5 hours from Tamworth; and 2 hours or less from Bathurst, Orange, Forbes, Parkes, Coonabarabran, Mudgee and Nyngan.

The City is an hour direct flight from Sydney, Newcastle, Melbourne and Brisbane, with flights also available to and from Broken Hill, Cobar, Lightning Ridge, Walgett and Bourke.

Daily train services via NSW TrainLink service the Sydney-Dubbo-Sydney line, stopping at various stations along the western route.

LARGE CATCHMENT POPULATION

As a service centre to a catchment population of more than 200,000 people, the Dubbo Region has access to a community with an appetite for live and competitive sporting action.

Within a 4 hour drive your sporting event can tap into a pool of more than 82,000 competitors and spectators aged 18-35 years and over 100,000 aged 35-50 years. There are plenty of local sporting and volunteer groups that are at the ready to support event activity held in the Dubbo Region.

The Dubbo Region is positioned as a family destination offering a balanced lifestyle and a range of tourism offerings to keep all ages entertained. 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.



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

Dubbo Regional Council

Events Unit

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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.