



## REPORT: Draft 2025-2030 Dubbo Region Events Strategy

**DIVISION:** Community, Culture and Places  
**REPORT DATE:** 29 July 2025  
**TRIM REFERENCE:** ID25/1497

### EXECUTIVE SUMMARY

|                               |                                                                                                                                                                                                                                                                                            |                                                                                    |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>Purpose</b>                | <ul style="list-style-type: none"><li>Seek endorsement</li></ul>                                                                                                                                                                                                                           |                                                                                    |
| <b>Issue</b>                  | <ul style="list-style-type: none"><li>The report provides an overview of the draft 2025-2030 Dubbo Region Events Strategy. It includes a summary of the consultation phase, current event environment analysis, the role of Council and focus areas for a five-year action plan.</li></ul> |                                                                                    |
| <b>Reasoning</b>              | <ul style="list-style-type: none"><li>The document requires public exhibition, an activity that must be resolved by Council.</li></ul>                                                                                                                                                     |                                                                                    |
| <b>Financial Implications</b> | Budget Area                                                                                                                                                                                                                                                                                | Regional Events                                                                    |
|                               | Funding Source                                                                                                                                                                                                                                                                             | Regional Events' Operational Budget                                                |
|                               | Proposed Cost                                                                                                                                                                                                                                                                              | In line with funding allocated by Council under Regional Events Operational Budget |
|                               | Ongoing Costs                                                                                                                                                                                                                                                                              | In line with funding allocated by Council under Regional Events Operational Budget |
| <b>Policy Implications</b>    | Policy Title                                                                                                                                                                                                                                                                               | Not applicable                                                                     |
|                               | Impact on Policy                                                                                                                                                                                                                                                                           | Not applicable                                                                     |
| <b>Consultation</b>           |                                                                                                                                                                                                                                                                                            | Broad and targeted consultation with external and internal stakeholders            |

### STRATEGIC DIRECTION

The Towards 2040 Community Strategic Plan is a vision for the development of the region out to the year 2040. The Plan includes six principal themes and a number of objectives and strategies. This report is aligned to:

Theme: 3 Economy  
CSP Objective: 3.1 Visitor economy growth is supported  
Delivery Program Strategy: 3.1.2 Events that foster cultural, recreational and community interaction are supported

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RECOMMENDATION

1. That Council endorse the 2025-2030 Dubbo Region Events Strategy for public exhibition for a minimum period of 28 days.
2. That the Chief Executive Officer provide a report detailing feedback received during the public exhibition period.

*Craig Arms*  
Director Community, Culture and Places

*LW*  
Events and Partnerships  
Team Leader

BACKGROUND

Events play a vital role in shaping a community’s vibrancy and social fabric, fostering well-being, a sense of belonging, and civic pride. A balanced and sustainable events calendar enhances liveability, strengthens regional identity, and supports economic development.

Recognising the value of events, Council invests in the Events Unit to provide advocacy and meaningful support to event organisers. The unit offers:

- Strategic advice
- Capacity-building assistance
- Promotional support to help events grow their audience

Dubbo Region Events Strategy

The Dubbo Region Events Strategy aims to provide greater transparency regarding Council’s role in supporting and attracting events. Through a five-year implementation plan, it will analyse the current events landscape, identify opportunities, and deliver outcomes that align with community aspirations gathered during stakeholder engagement.

|          |                                                                                                                                                                                                                                                                  |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CCC24/28 | <i>That the CEO develop a Regional Event Strategy as proposed in the 2024/2025 Operational Plan outlining the levels of support available from Council to events with a clear intent of attracting and supporting both locally produced and flagship events.</i> |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

REPORT

The 2025–2030 Dubbo Region Events Strategy serves as a strategic framework aimed at fostering the development of new events, supporting the growth and sustainability of existing ones, and curating a dynamic, diverse, and culturally enriching events calendar.

By cultivating a thriving events landscape, this strategy not only seeks to strengthen the social and cultural fabric of the community but also contributes to economic growth, tourism, and regional identity.

To ensure alignment with community and event organiser needs, Council conducted a comprehensive engagement process in 2024, spanning 63 days from 10 October to 11 December 2024.

| Engagement Tool       | Description                                                                                                                                                                                                                                                                 |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Targeted consultation | Sixteen workshops were held with event organisers, creatives, suppliers, hospitality venues, performers, tourism operators and sporting organisations.<br><br>One-on-one meetings were also held with individuals and representatives of organisations and sporting groups. |

|                              |                                                                                                                                                                    |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | Council staff attended a meeting of the Dubbo Youth Council.<br><br>Event organisers and stakeholders were invited to provide insights via email and social media. |
| <b>Broad consultation</b>    | An online survey seeking aspirations of the community resulted in 76 responses.<br><br>Council held three Pop-up Community Conversation events.                    |
| <b>Internal consultation</b> | Meetings were held with key internal stakeholders.                                                                                                                 |

### Key Findings and Insights

The engagement process identified the following key themes:

- Event organisers are not aware of the levels of support provided by Council.
- It is difficult for event owners to attract and retain volunteers.
- Council favours sporting events and more investment is needed in cultural events.
- The events calendar lacks a live-entertainment event that appeals to young people.
- The community is often not aware of event activity.

In response to community feedback and following an analysis of the current events environment, the following priority Focus Areas were developed:

Focus Area 1: Our local events industry is diverse, culturally rich and appealing.  
**Cultivate Local Events**

Focus Area 2: Our region enjoys a strong and dynamic event ecosystem.  
**Drive Business through Events**

Focus Area 3: The Dubbo Region is a premier destination for major and large-scale events.  
**Grow and Attract Events**

There are 18 actions programmed for completion over the next five years.

### The role of the Events Unit

The strategy seeks to clearly define the role of the Events Unit:

*Event support:* single point of contact for events, strategic advice, financial assistance, guardians of best practice event management, and facilitation of capacity building and skill development of local event organisers. Council also supports the promotion of events via several online, digital, broadcast and out-of-home touchpoints.

*Event permits:* facilitation of compliance and regulatory requirements relating to public events held on public land.

*Event attraction:* securing externally organised events that deliver economic, cultural and social benefits.

It is essential to emphasise that the Events Unit is not resourced to deliver community-focused events. Organising and delivering events requires a significant reallocation of current resources, diverting focus away from event support and attraction.

**Timeframe**

| Key Date                      | Explanation                                                                                                                  |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| 12 August 2025                | Committees meeting seeking recommendation to August Ordinary Meeting for public exhibition                                   |
| 26 August 2025                | August Ordinary Meeting                                                                                                      |
| 27 August – 24 September 2025 | Public exhibition period                                                                                                     |
| 28 October 2025               | Report to Ordinary Council meeting on feedback received via the public exhibition period with the intent of seeking adoption |

**APPENDICES:**

- 1 Draft 2025-2030 Dubbo Region Events Strategy