

GUIDELINES

DIGITAL LED SIGN (ELSTON PARK, DUBBO)

In 2016 Dubbo Regional Council installed a digital LED sign in Elston Park to provide an additional platform for event promotion. The Cobra Street location was chosen based on the high volume of passing vehicular traffic, the Elston Park's proximity to a bulk of accommodation and the popularity of Elston Park as a meeting place for families.

Purpose of the sign

Primary: Elevate promotion of events that:

1. Have broad community appeal
2. Have the potential to drive visitation to the LGA
3. Elevate the City's reputation as a destination for events

Secondary:

Provide a platform for Council and community messages that heighten the City's civic and cultural well-being and positively promote the LGA.

Guidelines for inclusion

Promotion of events

Only events that meet the [Events Calendar guidelines](#) and are uploaded by the event organiser to dubbo.com.au will be considered for placement on the sign. (Please refer Guidelines document.)

Events that meet the primary purpose of the sign will be considered in line with demand and timing.

Community messages

Community messages originating from organisations based in the LGA will be considered if the messages meet the secondary purpose of the sign.

Guidelines

- Only (1) one not-for-profit organisation can promote their message at one time.
- Each message is restricted for one-week (7 consecutive days)
- Organisations that help to promote the City's key offerings to the events, new residents, visitor and investment markets will be considered

The following will be refused:

- Messages with a commercial focus
- Messages promoting community groups/activities, peak industry bodies, community groups or political parties
- Messages that do not promote the LGA or Dubbo Regional Council in a positive manner
- Messages promoting tobacco or alcohol use or distribution thereof
- Messages deemed as having the likelihood of affecting Council's public image or reputation
- Fundraisers, membership drives and registration events