

Western Downs Region

Dalby

CMCA Rally
Business Toolkit

Experience Western Downs

It's the
people that
make it.

Be prepared on how to best leverage the CMCA Rally coming to Dalby, bringing an estimated 1,200 visitors to the region for over a week!

Where West is Best

Dont miss out

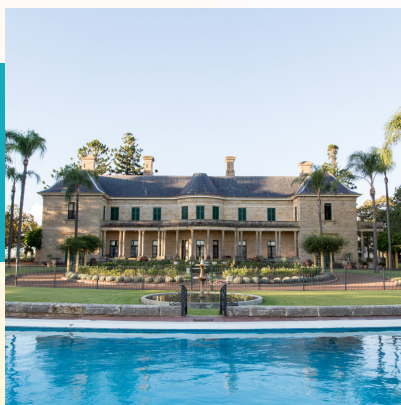
on this fantastic opportunity as a Western Downs Business to showcase your product or service when the CMCA rally hits our region in 2023!

The CMCA Rally

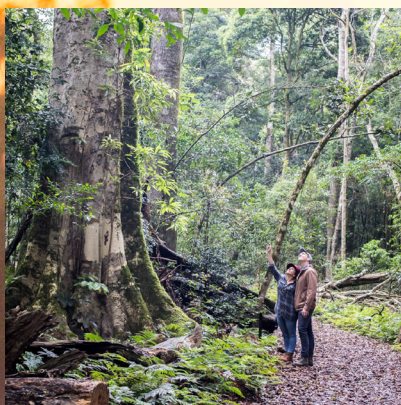
Sunday 8th October - Saturday 14th October 2023

Tours

Council will operate daily sightseeing tours to spread economic benefit and encourage attendees to get out and see our beautiful region. Tours will be promoted and sold through our online booking platform Eventbrite.



Experience the Western Downs in 2023



What is CMCA?

The CMCA is the largest recreational vehicle enthusiasts club in Australia, with approximately 70,000 members around the country.

Each year the club's most anticipated event, the annual rally, is held in a new part of the country, with members travelling great distances to enjoy the social event and experience the best of the host region.

What is the CMCA Rally?

The annual national rally is hosted in different locations around Australia, and in 2023 it's right here in Dalby.

The rally program features, local sightseeing tours and experiences, trade shows, on and off site activities, a large entertainment line up including "Normie Rowe" dance, craft, and maybe even some yoga sessions.

With all this going on no wonder members travel from all over Australia for this incredible event!

Where is the Rally being held?

Dalby Showgrounds 54 Nicholson St, Dalby QLD 4405

HOW TO GET INVOLVED

Create a memorable experience and the CMCA visitors will be sure to share it with their friends and family.

Use our poster to attract visitors and locals with a special CMCA offer.

Use CMCA and Western Downs Queensland handles and hashtags to improve your online engagement.

BENEFITS OF BEING INVOLVED

Estimated 1,200 individual visitors to engage with your business.

Community groups and school P&Cs are encouraged to get involved as a great opportunity to fundraise.

CMCA Rally showcases our region and encourages visitors to stay longer and spend more in businesses like yours.





ENGAGING WITH CMCA OFFLINE

We are excited to be welcoming our CMCA visitors to our region and we need your help to making them feel welcome in our beautiful region. Here is how you can help make our CMCA visitors feel welcome:

Shop Window Posters

Print out posters and add an offer to have available over the CMCA Rally period to the white box. Alternatively, if you don't want to make an offer, write your top 3 things to do in the Western Downs region. Place this poster on your shop windows to get the town talking and visitors engaged.

Example

Buy a coffee and get one free for CMCA Rally attendees or 20% off all tours during CMCA.

Attend the CMCA Rally

Operate a traders stall and put your product on show at the open day.

BUSINESS DOS & DONT'S

- Be prepared! 1200 extra people means lots of bread, pies, ice, gas, groceries, newspapers & day to day supplies.
- Consider running activities such as Bingo /Trivia Night, etc.
- Consider extending trading hours.
- Package with other stores. Eg: Spend \$25.00 and receive a free coffee at "..."
- Add incentives. Eg: book a table and the courtesy bus will pick you up etc.
- We recommend no surcharges during this period, this effects the whole rally.
- Remember this rally has a flow on affect with other chapters (CMCA having 97 alone) and the best experience will lead to further \$\$ benefits.

Promote your product or activity!

Get in touch with **Judy**, dalbyrallymanger@gmail.com to promote your product or activity in the Rally program!



ENGAGING WITH CMCA ONLINE

Social media is an amazing way to stay connected with your customers and to engage with new consumers in an interactive manner. We recommend you use your social media platforms to engage with our CMCA Rally visitors, promote your business and any special CMCA offers, and to get your customers excited and involved.

USEFUL HANDLES AND HASHTAGS

@CampervanandMotorhomeClubofAustralia

@westerndownsqueensland @sqcountry @queensland

#experiencewesterndowns #sqcountry #lovewesterndowns
#driveinland

Facebook

By tagging @CampervanandMotorhomeClubOfAustralia and @westerndownsqueensland, you can engage with these platforms and increase the chances of your offer being “shared”. Send a welcome message, share your offers, or let people know how they can find you. We recommend you start your promotions, offers and messaging a week prior to the event to build brand awareness among the CMCA attendees.

Example

@CampervanandMotorhomeClubOfAustralia to Dalby! Be sure you book into our tour this week and receive 20% off!”

Instagram

Tag @westerndownsqueensland and use the appropriate hashtags from the above collection to engage with audiences looking for things to do in the Western Downs region. Get excited for the CMCA rally and get your customers excited to, this is a great opportunity for you and our region!

Example

“Welcome CMCA travellers to @westerndownsqueensland make sure you come in and grab your buy-one-get-one-free coffee!
#driveinland #experiencewesterndowns”