

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Thursday 15 October 2026

Dalby Online Launches Tourism Video Celebrating the Western Downs and the Locals Who Make It Thrive

A new 45-second film showcases the region's farms, families and small businesses, and invites every local business to be discovered on Dalby Online.

DALBY, Qld, 15 October 2026 – Dalby Online, the local community directory for the Western Downs, today launched a new tourism video that celebrates the region's wide open country, hard-working farmers and close-knit families, and shows how locals are using the Dalby Online app to find each other.

The film, titled *Western Downs: Local. Proud. Connected.*, opens at sunrise among grazing cattle and moves through grain harvest, sowing, solar and wind energy before arriving in town, where families share a coffee at a country cafe and explore a community market. It closes on a scene familiar to every country town: a ute pulls up outside a verandah and a local asks his neighbours what they are looking at on their phones. The answer is Dalby Online – "every local business, with real reviews."

Putting local businesses in front of local people

Dalby Online is a growing online community of local tradies and businesses across the Western Downs. The directory and app give residents one place to find trusted local services, read reviews from their neighbours and see what is on in the region, while giving businesses a way to be discovered by the people who live and work on their doorstep.

"The Western Downs runs on local relationships – the farmer who knows his mechanic, the family who has used the same plumber for years. We made this film to show that story, and to make it easier for every local business to be found by the neighbours who want to support them," said the Dalby Online team.

What viewers will see

- **The land:** cattle at dawn, harvest, sowing, solar farms and wind turbines – the industries that define the region.
- **The community:** multi-generation families at the cafe table and young families discovering what's on at the Dalby market.
- **The app in action:** locals checking verified reviews on their phones and finding a business in seconds.

Local businesses invited to join

Dalby Online is inviting tradies, retailers, hospitality venues, farm-service providers, health and professional services, clubs and community organisations across the Western Downs to list their business on the directory.

"If you're a local business and your customers are local people, this is where they are looking. Join Dalby Online and be part of the conversation," the team added.

To view the video or list a business, visit www.dalbyonline.com.au.

About Dalby Online

Dalby Online is a local community directory serving the Western Downs region of Queensland. It connects residents with local tradies and businesses, features reviews from locals and promotes community events, helping local businesses get discovered by the people who live in the region. Website: www.dalbyonline.com.au

Notes to editors

- The video is available for download at www.dalbyonline.com.au/media.
- Still images, the Dalby Online logo and app icon are available on request.
- The film was produced with the assistance of AI-generated imagery and sound. The people and scenes depicted are illustrative and do not portray real individuals or specific businesses.
- Interviews with the Dalby Online team are available on request.

MEDIA CONTACT

Dalby Online Media Team

Phone: 0426 799 646

Email: media@dalbyonline.com.au

Web: www.dalbyonline.com.au

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Distribution suggestions (not part of the release)

Outlet type	Examples to target	Angle
Local print and online	Dalby Herald, Western Downs regional news sites	Local business support, community pride
Regional radio	Local ABC and commercial stations covering the Western Downs	Spokesperson interview, "ute at the verandah" story
Council and tourism bodies	Western Downs Regional Council, regional tourism channels	Regional promotion; request share on their social pages
Business networks	Local chambers of commerce, business groups, industry associations	Free exposure for member businesses
Social	Dalby Online Facebook, Instagram, TikTok, community Facebook groups	Share the full film

Before sending: confirm the media phone number, the media@ email address and the www.dalbyonline.com.au/media page exist, and approve the two quotes.