



# Orange360

**All year round.**

**Partnership Prospectus  
2021 - 2022**

[www.orange360.com.au](http://www.orange360.com.au)



# Orange360

A joint regional tourism initiative between  
Orange City Council, Blayney Shire Council &  
Cabonne Council



**ORANGE**  
CITY COUNCIL



A romantic dinner table set for two at sunset. The table is covered with a light-colored, textured cloth. In the foreground, there are two glasses of red wine, several lit white candles, and a large, vibrant bouquet of flowers in a glass vase. The background shows a couple in a dimly lit room with a warm, orange glow from the setting sun.

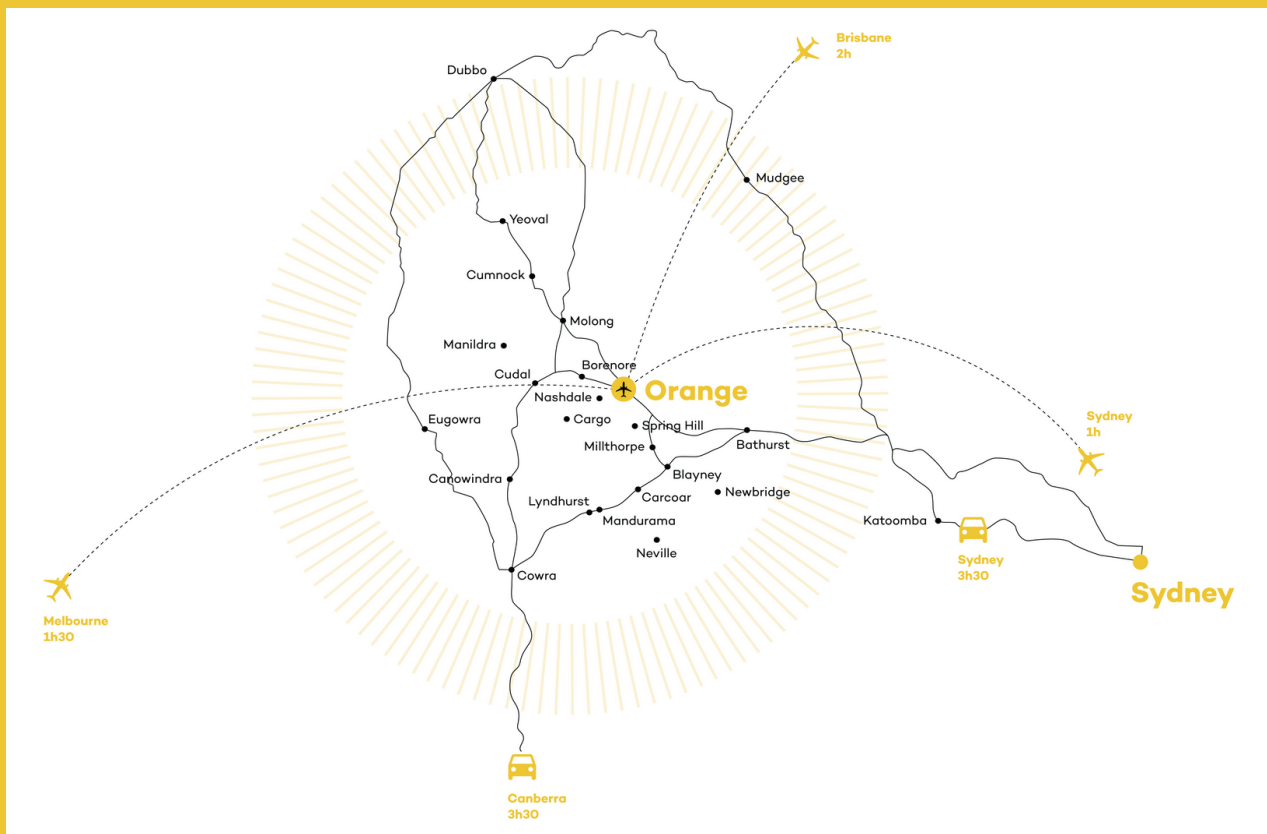
# Orange360

**All year round.**

Orange360  
encompasses  
everything that  
colours the  
Orange region,  
All Year Round.

It unites the  
people, places  
and produce  
that make our  
region unique.

[www.orange360.com.au](http://www.orange360.com.au)



Orange 360 is a not for profit tourism organisation. We thrive on seeing visitors and locals alike passionate about our region, our produce and our people.

Our purpose is to drive the visitor economy. To showcase the wonderful, diverse experiences we have on offer, and to see the region thrive, which we can all benefit from.

## Partner with the Orange 360 family and take advantage of...



# 2 million

Visitors to the Orange  
region annually  
spending over \$300m



## 166,366

Total Users (13.9K  
per month)



## 861,269

Total website views  
(71K per month)



## 56% vs 34%

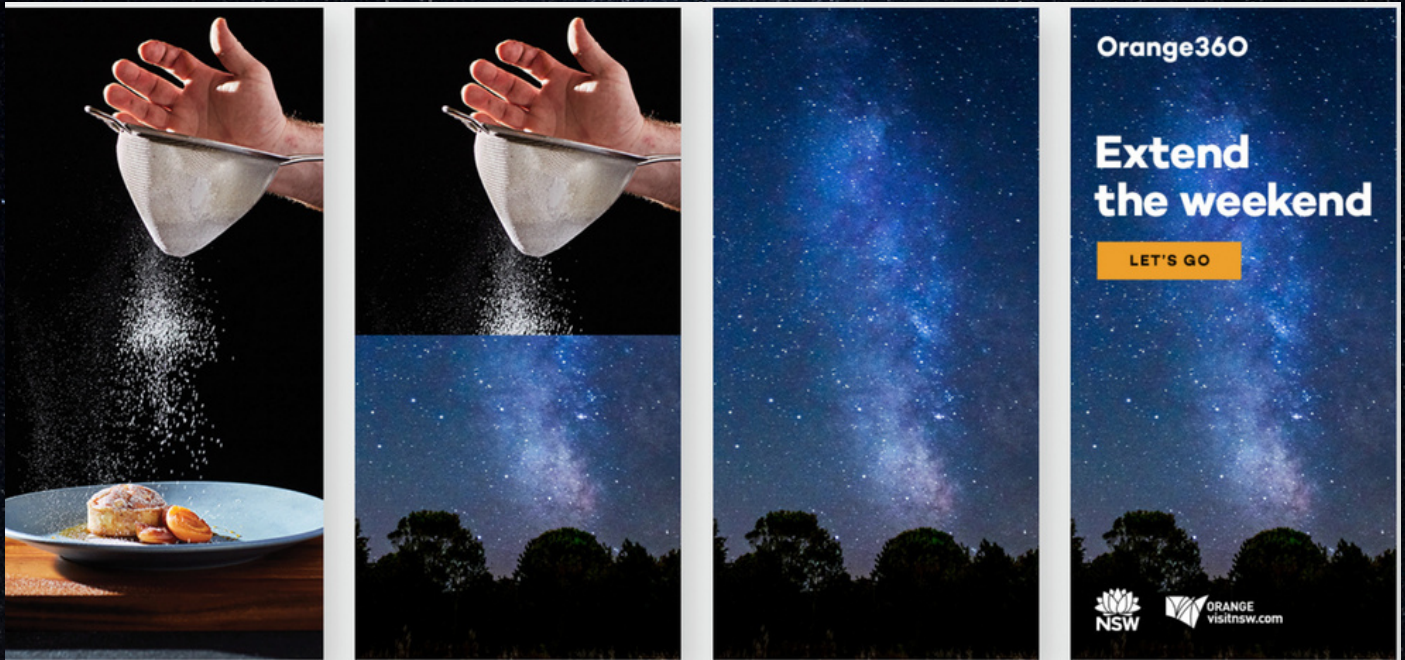
mobile VS desktop users



## 28,000

Engaged social followers  
connected to the ORange region

# As a member, you can look forward to..



## award winning campaigns

**Ferment.**  
Orange is Cool. Climate.

**Ferment the Orange Wine Centre** showcases wines from Orange, the Central Ranges of NSW and beyond. We are the cellar door settings & sales for leading boutique wineries that don't have a cellar door in the region. All our cellar door wines are available on the floor for tasting and by the glass and for a wider range of wines our steps off the main floor, wine tastings let you try the wines before you buy. You can also purchase wines in our wine store or shop for Orange's best wines online from our online store.

Housed in a heritage building, Ferment is a surprising blend of fresh European interior design and cellar door style, all in one central location in the heart of Orange. Relax with a glass of wine, our Terrace (Sun & Terrace), all matched with our ever-changing cheese boards.

Located at 87 Hill Street Orange at the top end of the town, Ferment is the hub of everything a visitor or wine lover could want for wine.

**Ferment**  
The Orange Wine Centre

Ferment the Orange Wine Centre & Store is open Monday to Saturday from 10am to 5pm. Open Sunday for appointments call 0674 251 251. 87 Hill Street Orange NSW 2813. [www.fermentorange.com.au](http://www.fermentorange.com.au)

Shop today for Orange's best wines online [www.fermentorange.com.au](http://www.fermentorange.com.au)

ATWINS Wines Australia COOP-LOT Carthageau BIRCHALL FUSION sledge

**ROSS HILL**  
Orange New Australia

**Welcome to Ross Hill Wines**

Ross Hill Wines is Australia's first certified National Carbon Offset Standard (NCOS) winery - produces awesome award-winning wines.

The contemporary country style Cellar Door is open for tastings 10.30am - 5pm 7 days a week. Join us for a complimentary Winery Tour daily at 10am sharing before enjoying your tasting, overlooking the vines.

The Cellar Door now houses a beautiful, custom-designed cooking, function and presentation space, the Barrel & Larder - School of Wine & Food.

Barrel & Larder cooking classes are held in our kitchen with intimate classes of 10 people but can also cater for all kinds of special functions and corporate events for larger groups.

Ross Hill knows from the matter great wine and we look forward to sharing our wine to bottle story!

134 Wallace Lane Orange NSW Australia  
Tel: 067 2 4360 3223 | [admin@rosshillwines.com.au](mailto:admin@rosshillwines.com.au)  
Tel: [www.rosshillwines.com.au](http://www.rosshillwines.com.au) | [www.facebook.com/rosshillwines](https://www.facebook.com/rosshillwines) | [www.instagram.com/rosshillwines](https://www.instagram.com/rosshillwines) | [www.youtube.com/rosshillwines](https://www.youtube.com/rosshillwines)

**BARREL & LARDER**

**The Union Bank**  
OPEN WEDNESDAY TO SUNDAY LUNCH & DINNER. [www.theunionbank.com.au](http://www.theunionbank.com.au)

Contemporary Bresserie dining in a relaxed atmosphere. With Rockpool trained head chef Dom Abbot, we champion the produce of the Orange region. Enjoy lunch or dinner with the best of Orange's local wine and fresh food produce within the sophisticated and charming walls of the heritage-listed Union Bank.

Address: 84 Bung Street, Orange  
Phone: 02 4511 1770  
Email: [enquiries@theunionbank.com.au](mailto:enquiries@theunionbank.com.au)  
Web: [www.theunionbank.com.au](http://www.theunionbank.com.au)

**Racine Bakery**  
OPEN MONDAY TO FRIDAY 8.30AM-5.30PM, SATURDAY 9AM-3PM, SUNDAY 8AM-2PM

Racine Bakery is a must stop when in Orange, offering a wide range of artisan baked products including real organic sourdough, the best all butter croissants and pastries, pies, quiches, cakes & tarts. Also stocks a large range of shelf made sandwiches, salads & take home meals. Pop into this cute little shop and stock up on your next visit.

Address: 1548 Summer St (Woolies Carpark), Orange  
Phone: 02 6345 3075  
Email: [bakery@racinebakery.com.au](mailto:bakery@racinebakery.com.au)  
Web: [www.racinebakery.com.au](http://www.racinebakery.com.au)

**Trunkley Bacon & Pork**  
OPEN MON TO FRI 8AM-12PM & SAT 8AM-12PM

Family run business since 2005. Specialising in traditionally wood smoked small goods & fresh pork. Double smoked & sticky bacon, gammon, speck, ham, preserves, Free Bacon & Home, Shop Online.

Address: 1168 Endingsh Ave, Orange  
Phone: 02 6349 1181  
Email: [info@trunkley.com.au](mailto:info@trunkley.com.au)  
Web: [www.trunkley.com.au](http://www.trunkley.com.au)

**Cumulus Vineyards**  
OPEN MON TO SAT 12-5PM, SUN BY APPT ONLY 12-5PM. BOOKING ESSENTIAL.

Cumulus specialises in creating elegant cool-climate wines from our high-altitude, Orange region estate. Taste our award-winning wines at Ferment, The Orange Wine Centre.

Address: 87 Hill Street, Orange  
Phone: 02 6349 840  
Email: [enquiries@cumulusvineyards.com.au](mailto:enquiries@cumulusvineyards.com.au)  
Web: [www.cumulusvineyards.com.au](http://www.cumulusvineyards.com.au)

**THE CORNER STORE GALLERY**

## quality publications

ORANGE NSW  
Venture out to nestle in

ORANGE NSW  
Venture out to nestle in

ORANGE NSW

## Venture out to nestle in

PHOTOGRAPHY TOMASZ MACHNIK

*"Food, wine, fashion and stunning landscapes...  
Orange is the perfect winter escape."*

Orange, located in the Central West of NSW, is proving more and more to be an enticing destination to visit all year round. Orange is of course renowned for its highly regarded restaurant and cafe scene and cool-climate wines, but a 360-degree viewpoint shows every season brings a unique drawcard. With charming villages nestled in the open countryside, an abundance of natural beauty that is on full display no matter what time of year, outdoor adventures, luxurious accommodation, seasonal festivals and a burgeoning retail sector with high-end homewares and fashion, it's no wonder the region is attracting so many visitors.

It may be a little crisp outside during the winter months, but that only adds to the nostalgic appeal when you imagine yourself cosying up by restaurant fire places, being romanced by the brilliant red sunsets and warming up with a delicate shiraz in hand at one of the many cellar doors. The clear night skies by bonfire provide a starry night spectacle that can only be seen in the country and the foggy frost-filled mornings will awaken the soul.

Orange is such a rare and wonderful place and winter is the perfect time to nestle in and embrace what makes winter so special.

creative marketing



signature regional events

# Our Member Benefits

We understand that  
not all businesses are  
the same

**Orange360**

**All year round.**

# Join in on the adventure...

**Orange360**

**All year round.**

## Free Member

- Access to our monthly member and consumer e- news
- Access to the Members Portal with information on funding, grants and regional opportunities

## Basic Member

- Access to our monthly member and consumer e-news
- Access to our Members Portal
- Invitation to quarterly and annual member forums
- Invitation to free industry training seminars and partner development workshops
- List your business and events on [orange360.com.au](http://orange360.com.au), Australian Tourism Data Warehouse and Visit NSW

## Standard Member

- Access to our monthly member and consumer e-news
- Access to our Members Portal
- Invitation to quarterly and annual member forums
- Invitation to free industry training seminars and partner development workshops
- List your business and events on [orange360.com.au](http://orange360.com.au), Australian Tourism Data Warehouse and Visit NSW
- Opportunity to participate in regional marketing campaigns
- Opportunity to participate in publications and guides