

Orange360

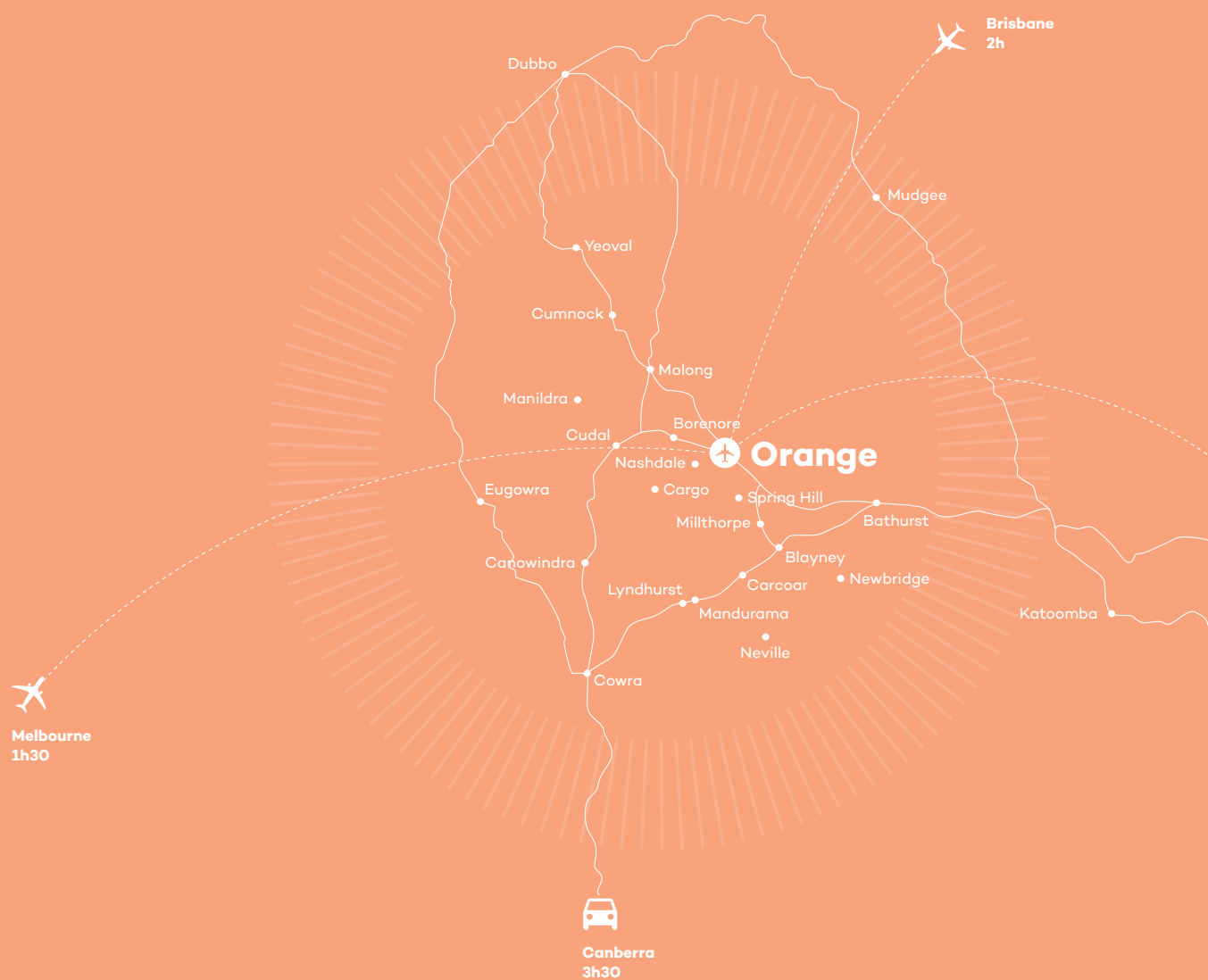


Annual Report
2023 Financial Year

WELCOME TO Wiradjuri Country

Yinaagalangbu, gibirbangbu, buraaygalangbu
gawaymbanhadhu nginyalgir Wiradjurigu
ngurambanggu.

Ladies, gentlemen and children welcome
to Wiradjuri and to country.



Contents

Chairman's Message	4
Executive Summary	5
Strategic Statements & Brand	6
Major Stakeholders and Funding Partners	9
TDO Ltd Board	10
Membership	12
Orange360 Team	14
Event Production and Festival Support	16
Newcrest Accommodation Program	17
Destination Marketing	18
Festival Marketing Campaign	24
Visitor Statistics	30



Message from the Chair



The path to recovery after the November 2022 floods has been long for many, and particularly those in the towns villages of Eugowra, Molong, Cudal and Canowindra. As the anniversary comes around it is heartening to see that so many have been able to reset and start again. I am pleased to see Orange360 has a valued place in this recovery, helping members in the towns and villages get back into the market to promote their businesses and continue to 'sell' the Orange Region

to visitors. It is important in these tougher times, with yet another challenge (cost of living increases) looming that we continue to look forward and support one another as one unified destination.

I'd like to thank Caddie Marshall for her strong leadership of Orange360 over the last five years - Caddie was hard working and creative and brought energy and drive to Orange 360. I thank her for her commitment and service to the organisation.

Also to welcome Ned Sweetapple as Orange360's new General Manager. Ned is a great appointment and has already made her mark at Orange 360.

On behalf of the Board, I would like to thank all Orange360 staff members - we have a strong, small and dedicated group who worked together to build the awareness and brand of Orange360 and support our members and flagship festivals throughout the year.

I want to thank my fellow Board Members who have contributed not only at TDO Ltd Board meetings but also been very supportive of our new General Manager and are focussed on the strategic goals of Orange360 and helping the team with their initiatives and projects. Other than the Board's Council Directors all other Board Members give of their time and expertise on a voluntary basis. We have had a strong and consistent board for some years, and we look forward to welcoming a number new directors in 2024.

Then turning to my fellow directors who are retiring, Robyn Murray and Tom Ward. Robyn has made a great contribution to the organisation over many years. She has generously given her time both to the board and staff while holding a very senior position in Health and I particularly want to thank her for her personal support. I also want to thank Tom Ward for his contribution and service to the TDO Board. Tom has also served as President of the Orange Vignerons Association whilst being on the Board and running his own business.

Our membership base is solid and it is pleasing to see growing engagement at our Member forums and attendance the educational workshops held this year. We are looking forward to working closely with our members next year to further develop our product and elevate our customer experience.

There are some exciting marketing projects ready to be released - we intend the new creative campaign to be the next step change in driving awareness and visitation to the orange region and will set us apart. This campaign has the ability to flex and change and will serve our region well. The refresh of orange360.com.au will support the new campaign well and take the website forward to become an even more powerful platform for the promotion of Orange360, the Orange Region and all that is on offer. Thank you to all our members for you continued support and involvement in Orange360.

To the three regional councils, Orange City, Cabonne and Blayney Shire who not only support Orange360 financially but provide support through their involvement in collaborative projects, assist with attracting business and events to the region, focus on infrastructure and economic development generally (of which tourism is an important contributor!) and we look forward to these partnerships continuing for many years to come.

Peter Robson
Chair | TDO Ltd

Executive Summary

Recovery is still a strong theme in the rhetoric of our Region.

In terms of tourism and visitor numbers across Australia – comparisons are generally made to year-on-year growth (or otherwise) however the agreed key comparisons for the most part of the year ending June 2023 are against the yearend 2019. Mostly because years 2020-2021 were anything but normal and therefore difficult to review or predict travel patterns and trends.

Orange360, the Orange Region, continues to show a strong “pandemic recovery” – official data shows that overnight visitors last year spent 142 million nights in the Orange, Blayney and Cabonne LGA areas – 20% increase on year ending June 2019 and a far stronger recovery than most of the comparison areas. Total visitor numbers, 1.41 million over night and day visitors are reported to have visited the region at year end June 2023 – 4% higher than year end 2022 and basically on par with yearend 2019. The visitor spend across the Orange region is estimated at \$446 million.

The ability for the region to “bounce back” demonstrates the strong foundations of the tourism industry in the region. Orange Region offers visitors authentic, sophisticated, and diverse experiences, all year round and, our tourism operators are proactive and innovative, continually developing product and refining their customer experience. Collectively, with the power of collaboration across local council areas, and a unified and recognised destination brand, Orange360 continues to focus on its core function; enabling industry and inspiring people to visit the Orange Region to return and become advocated for our destination.

With unified support from the Orange, Cabonne and Blayney Shire Councils as our funding partners, Orange360 continues to consolidate and develop our marketing assets to best serve our Membership, the broader industry, and the region. The Orange Region Destination Management plan was prepared and adopted at the end of 2022 and provides the strategic direction for the continued development of the visitor economy from now until 2026 and further unifies our approach to support the local tourism industry.

Orange360 membership base reflects the diversity and depth of product in our region – reporting a total of 357 members across all sectors and the across the region. The focus of members forums, satellite “village” forums and the regular industry news publications this year is to provide educational and learning opportunities that will help our members grow and develop their own businesses. The addition of a part time Event Producer position to the team will further enhance Orange360s ability to assist and support members and the many voluntary organisations plan and deliver key destination events such as FOOD Week, Wine Festival, Winter Fire Festive and other events that promote the regions and build capacity within the sectors.

With a somewhat return to normalcy 2022_2023 year has seen strong growth and performance of the season marketing campaigns and the impact of increased engagement and appeal of the region through key marketing channels and assets.

Key metrics indicate that the Orange360 website orange360.com.au attracted 210,910 total unique users (up 14% on 2022) and that now 65% of those users are accessing this via mobile devices – an increasing trend. Social media continues to drive engagement and appeal of the region and the Orange360 owned channels outperformed previous years. Orange360 Facebook page followers have increased 14% to 19K, and Instagram #Orange360_alleyearround now has 14.9k followers, a 7% increase. Tradition media continues to be a valuable channel for reaching our key travelling audience – those who are holidaying, taking an extend weekend with family and or friends or coming to visit family and friends. Media and PR famils and activations have delivered more than \$3.5million in editorial value across the year.

There are exciting times ahead, with new opportunities and new challenges. Orange360 is in a good position to continue to deliver support and growth for the tourism industry across the Region. The investment made over the past five years has created a solid platform and brand profile from which to continue to work to consolidate the Orange Region as one of Australia's leading destinations.

Strategic Statements & Brand

Vision

For the Orange Region to be a leading Australian destination.

Purpose

Provide unified destination marketing across the Orange City, Blayney Shire and Cabonne Council areas that enables industry and inspires people to visit the Orange Region, to return and become advocated for our destination.

Our Core Business

- Provide impetus for industry and local government to work together to achieve growth in the Visitor Economy and Tourism to the Orange Region
- Position Orange360 brand in the minds of people living, working, visiting, and investing in the Orange Region.
- Work with and support regional businesses to together, develop the essence of our destination and promote our regions product to our key markets, build appeal and consideration and establish Orange Region as a traveller's destination of choice.
- Identify and strengthen our destinations marketing assets and incorporate these into our brand and positioning to stand out from our competitors.
- Strategically engage our markets and initiate visitor experiences with the Orange360 brand and the Orange Region that ensure continued growth of our destination and our tourism industry.

Strategic Priorities



Enhance our visitors experience



Build collaborative partnerships



Integrate premium marketing

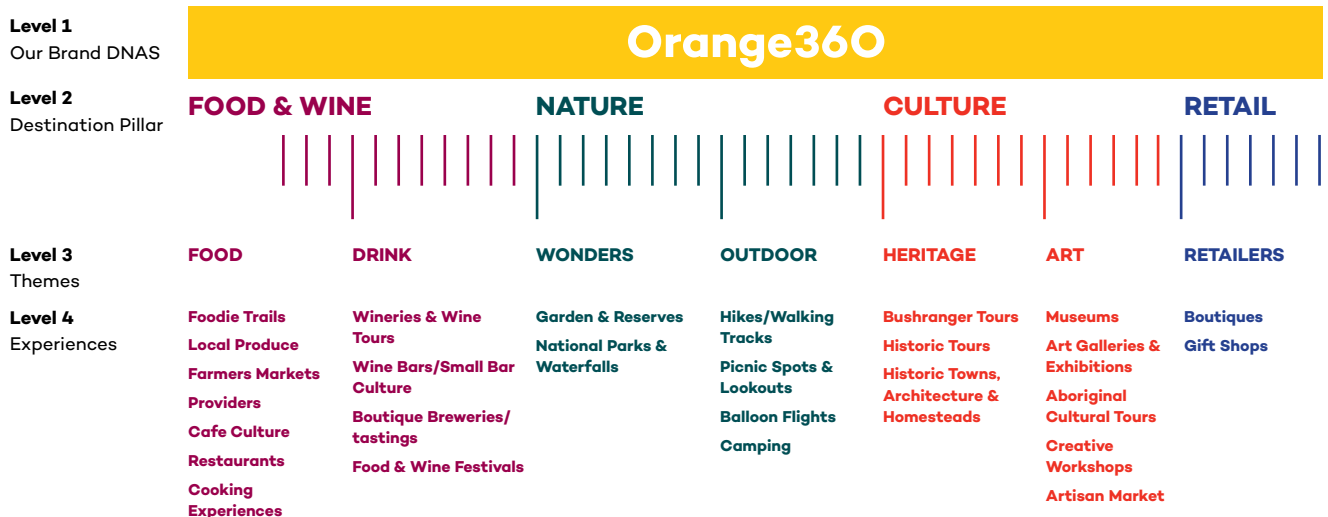


Position Orange360 as an aspirational destination



Continue to grow and evolve

Destination Pillars





Our Brand

**Dynamic
Playful
Brave
Open
Powerful**

“Destination Central West supports the structure provided through O360 and notes the collaborative approach of local governments, industry and corporate partners delivers increased benefits to grow the visitor economy of the broader Orange region.”

Sean Haylan

General Manager, Destination Central West



Major Stakeholders and Industry Partners

The Orange Region (Orange360) has a vibrant visitor economy, attracting 1.4million visitors in the year ending June 2023. The visitor economy across the LGAs of Orange, Blayney and Cabonne, has contributed \$446 million in direct expenditure in the region in the year ending June 2003. This expenditure is driven by the return of visitors in numbers close to or slightly higher than pre- COVID, made up of overnight visitors (who spend more) and a high proportion of domestic day visitors.

Orange360 partners with and is funded by a collaborative agreement between Orange360 and each of Orange City Council, Blayney Shire Council and Cabonne Shire Council.

Major Stakeholders



Orange City Council

Population 41,468 persons **Gross Regional Product** \$2.5 billion **Key Industries** Mining, Healthcare, Public Administration, Manufacturing, Education & Training.

The Orange Local Government Area is 290 sq. kms and includes the city of Orange (a significant regional centre with a population of 40,000+) as well as the historic villages of Lucknow, Spring Hill and Byng.



Blayney Shire Council

Population 7,344 persons **Gross Regional Product** \$760 million **Key Industries** Mining, Manufacturing, Agriculture, Construction, Education & Training.

Blayney Shire is a Local Government Area in the Central West region of New South Wales, Australia. The Shire is located adjacent to the Mid-Western Highway and the Main Western railway line, and is centered on the town of Blayney (population 3,000) as well as the historic villages of Barry, Carcoar, Lyndhurst, Manduruma, Millthorpe, Neville and Newbridge.



Cabonne Council

Population 13,605 persons **Gross Regional Product** \$671 million **Key Industries** Mining, Agriculture, Manufacturing, Education & Training, Construction.

Cabonne Shire is a Local Government Area in the Central West region. The Shire is located adjacent to the Mitchell Highway and partly surrounding the City of Orange. Cabonne Country, 'Australia's Food Basket' is a rich rural shire in central west NSW, covering the towns of Canowindra and Molong, and the historic villages of Borenore, Cargo, Cudal, Cumnock, Eugowra, Manildra, and Yeoval. The area is home to the site of Australia's first gold rush and is famous for ballooning, food and wine, agriculture and mining.

Industry Partners



Board Members



Name: Peter Robson (Chair)
Occupation: Vigneron
Experience: Director since 2017



Name: Cr Kevin Beatty, Mayor
Occupation: Cabonne Councillor
Manager- Department of Health
Experience: Director since 2019



Name: Cr Jason Hamling, Mayor
Occupation: Orange City Councillor
Experience: Director since 2022



Name: David Hoskins
Occupation: Vigneron
Experience: Director since 2017



Name: Cr Gerald Power, Deputy Mayor
Occupation: Orange City Councillor
Experience: Director since 2022



Name: Cr Michelle Pryse Jones
Occupation: Blayney Shire Councillor
Experience: Director since 2022



Name: Justin Byrne
Company Secretary



Name: Tony Cheney
Occupation: Solicitor
Experience: Director since 2017



Name: Stephanie Loader
Occupation: Managing Director – SeL Consulting Pty Ltd
Experience: Director since 2019



Name: Robyn Murray
Occupation: Senior Project Manager- Department of Health
Experience: Director since 2019



Name: David Waddell
Occupation: Orange City Councillor
Experience: Director since 2019



Name: Tom Ward
Occupation: Vigneron
Experience: Director since 2019

Membership

Purpose

Orange360 is the membership organisation that works with and supports business in the region that operate within and contribute to the 'visitor economy'. The broad nature of representative industries within our membership base is manifest in the wide-reaching benefits of a strong tourism industry which impacts the broader region.

A membership structure provides Orange360 with the mechanism for cohesion and collaboration across the region and across industries which is vital to grow a robust and connected tourism industry and capture the product which forms the essence of the Orange region as a destination.

Our membership base gives Orange360 legitimacy to promote tourism products and position the Orange region as an aspirational destination of choice.

Value

The Orange360 Membership structure maintains the industry relevance of the organization. It provides channels for communication, training, and information exchange within an engaged and trusted network with a distinct focus.

Being a member of Orange360 provides access to a broader network and likeminded operators who are innovative, intelligent, and passionate about their chosen sphere and, who appreciate the value of education, information and learning from others.

Focus

Our core objective is to work with tourism operators and businesses operating within the visitor economy to develop their product offering as a means to increasing Orange Region's appeal as a destination.

Education and learning are key to achieving growth and our focus for our Orange360 membership activities for 2023 is to provide opportunities for:

- Skills development and training
- Improving product and marketing capabilities
- Sharing data, research, and tourism trends
- Networking and collaboration

Delivery

The most effective measurement of relevance to and satisfaction with memberships is to have a growing and engaged member base. We have been very pleased with the attendance and engagement at our membership forums this year. The continuing increase in membership numbers and the steadying of the database is also pleasing after a few tumultuous years for the industry.

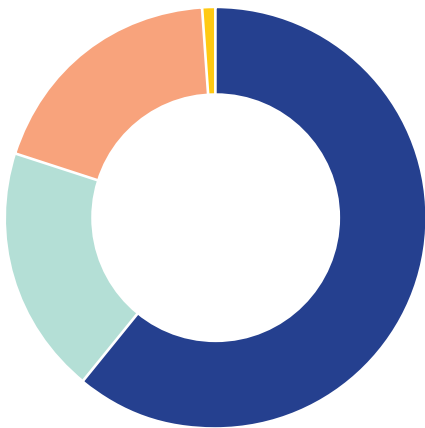
Membership Forums, held in Orange in February, June and October this year, each attracted 50 or more members to each with supporting satellite events being well attended in our region's towns and villages of Molong, Carcoar and Millthorpe. Our membership services regularly go on the road for Members "Meet and Greet" sessions, and have visited members businesses in Canowindra, Neville, Millthorpe, Carcoar, Yeoval, Molong, Lucknow, Cudal, Cargo and Orange.

In June the Board supported a small increase in Membership Fees, and the abolishment of the Free Membership category to enable greater focus and support for our members who are truly invested in the operation of Orange360.

The monthly Members News eDM has become a weekly publication and has been renamed Industry News to enable a more regular communication and feedback loop, and to be more current and agile in terms of referring industry news and information more frequently to members. The Orange360 Members Facebook Group provides an additional channel of communication for members with 2-3 posts a week.

Improved onboarding of new members and being readily available to assist existing members understand best practices in digital marketing, particularly ATDW, has enabled members to reach new audiences and support their own marketing activities through the Orange360 website and social media channels.

In June this year Orange360's membership base was steady, reporting a total of 357 members across all sectors and the region.



Membership Represented per LGA

- Orange 61%
- Blayney 19%
- Cabonne 19%
- Other 1%



Memberships by Sector

- Wineries/Cellar Doors/Breweries 14%
- Accommodation 22%
- Tours & Attractions 6%
- Community 9%
- Other Arts/Culture/Venues 8%
- Cafés/Restaurants/Pubs/Producers 23%
- Retail & Markets 18%

Our Team



Ned Sweetapple
General Manager
2023



Caddie Marshall
General Manager
2018-2022



Rebecca Barnier
Marketing Manager
(maternity leave)



Mali Williams
Events



Ellen Harris
Accommodation
Coordinator



Jo Gilshenan
Finance
Officer



Fiona Turney
Member Support
Services



Hannah Paranihi
Communications
Manager



Helen Johnson
Content
Creator



Barb Polinelli
Accommodation
Assistant

Tourism Managers



Glenn Mickle
Orange City Council
Tourism Manager



Megan Rodd
Blayney Shire Council
Manager Tourism &
Communications



Penny Watts
Cabonne Council
Tourism, Culture and
Events Coordinator

Orange360 Organisational Structure



Event Production and Festival Support

Purpose

Orange360 is proud to be closely aligned with and supportive of the organisations and committees who produce and stage our region's annual flagship festivals.

The key regional events that celebrate and reflect our destination assets, FOOD Week, Wine Festival and the Winter Fire Festival provide content and promotional opportunities that align our region's seasonal destination marketing campaigns.

Festival and events build capacity and capabilities within our region and showcase our attributes through activation, attracting new and returning visitors to the region. Equally valuable is the support and local pride that regional events receive from residents – local events are a fundamental driver for attracting “visiting family and friends” – a key market for visitation to the region.

Value

Orange360 appointed an Event Producer to the team in November 2022. The Event Producer role was established to support the FOOD Week Committee through the provision of event production expertise for the development and collation of the festival programs and planning and delivery of the agreed Signature/Public Events. This role also created a pivotal connection between FOOD Week event and the Orange360 marketing function working hand in hand on the campaign promotions and key messaging of the annual event.

Funding for this role is provided through fee for service agreement with industry partners, initially FOOD Week and subsequently Orange Region Vignerons Association (ORVA) and is subsidised by Orange360's function.

In addition to working with established events, the inclusion of Event expertise within Orange360 has enabled fresh focus on the Winter Fire Festival and the administration of the Newcrest Orange360 Regional Event Fund and support of recipient events.

The return on this investment is demonstrated through the provision of experience and knowledge of event management for our often, voluntary committees, enabling the continued growth and success of flagship events and the successful establishment of new events, such as the Jazz Festival, Lonely Mountain Ultra, Orange Chamber Music Festival, Millthorpe Winter Markets and Newbridge Winter Solstice – all of which bring so much to the region.

Delivery

Forage 2023. Photo by Pip Farquharson.



Sample St Lunch 2023. Photo by Pip Farquharson.

FOOD Week Night Market 2023.
Photo by Allie Jackson.



Orange Wine Show tasting. Photo by Pip Farquharson



Newcrest Accommodation Program

Purpose

Established in 2019 by provision of an MOU between Newcrest (Cadia Valley Operations) and Orange360, the Newcrest Accommodation Program set strategic imperatives to improve the management and understanding of the availability and demand for short term accommodation in the Orange Region.

Orange360 continues to manage the program accommodation for short term stay requirements of staff, contractors, and visitors to Cadia Valley Operations via a centralised accommodation booking and support service.

Value

Management of the Cadia Valley Operations accommodation needs, and the provision of centralised bookings has achieved

- dispersal of bookings and income throughout the Orange Region and across multiple accommodation types and providers
- greater awareness and better management of high demand periods for accommodation
- an independent centralised contact and connection between accommodation industry and Cadia Valley Operations and contractors
- efficiencies in improved systems and process management
- clarity of available accommodation in the region and understanding of occupancy fluctuations

Delivery

July 22 - June 23

Newcrest Accommodation Program delivered:



Destination Marketing

The key purpose of Orange360 is to provide unified destination marketing across the Orange City, Blayney Shire and Cabonne Council areas that enables industry and inspires people to visit the Orange Region, to return and become advocated for our destination.

To achieve these goals, Orange360 designs and activates strategic marketing campaigns that will,



Position Orange360 brand in the minds of people living, working, visiting, and investing in the Orange Region.



Increase the awareness of Orange360 as a destination and promote our regions product to our key markets, build appeal and consideration and establish Orange Region as a traveller's destination of choice.



Define our identity and strengthen our destinations marketing assets and incorporate these into our brand and positioning to stand out from our competitors.



Engage our markets and initiate visitor experiences with the Orange360 brand and the Orange Region that ensure continued enhancement of our destination and our tourism industry and growth of the visitor economy.

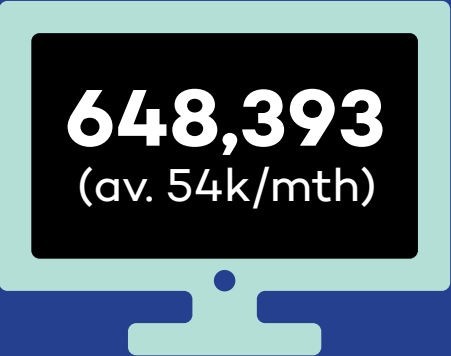
The Orange Region is a picturesque, productive, and seasonally diverse destination. Open 'all year round', the region offers a range of attractions, places and activities for a board range of visitors throughout the year. Together these aspects of the region differentiate us from our competitors and the annual destination marketing campaigns capitalise on the unique selling points by showcasing a combination of our natural assets and the capabilities within our industry.

Key channels through which we reach our market audience and our key marketing assets continue to grow in terms of impact and followers.



Orange360.com.au

Total page views



210,910
(av. 17.6 k/mth)
Total Unique Users
up 14% on 2022



User Source



35%
Desktop

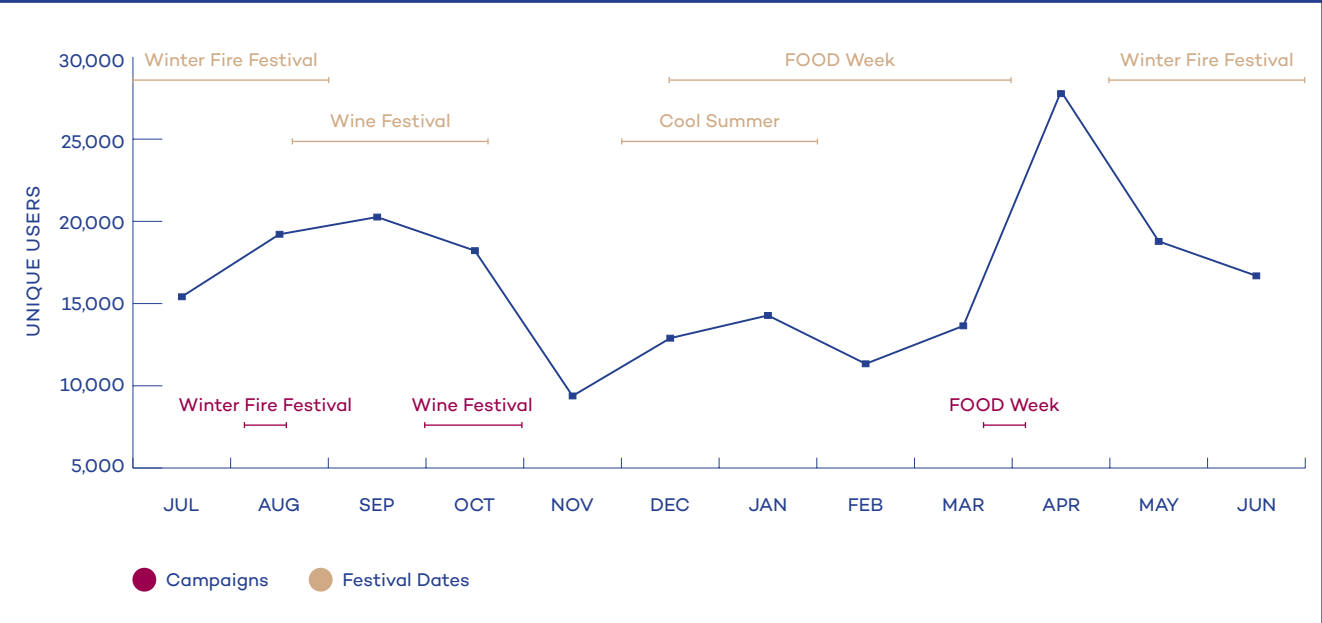


65%
Mobile

Top 4

visited pages

- 1** Things To Do
- 2** Home Page
- 3** Events
- 4** Plan Your Trip / Accommodation



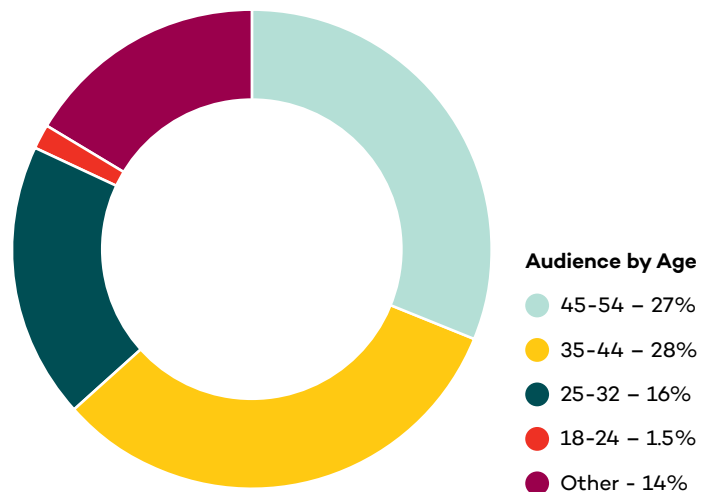
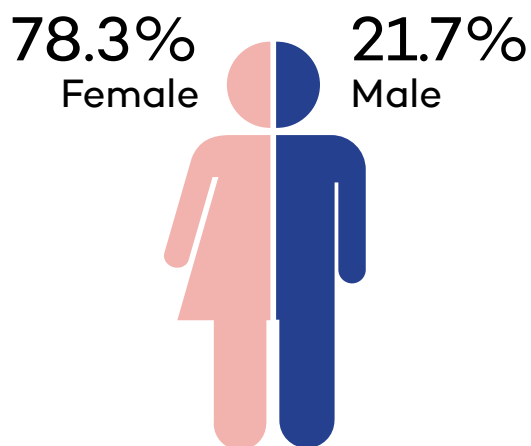
Destination Marketing

Social Media

Facebook Overview

Facebook Followers – 19k (13.7% increase)

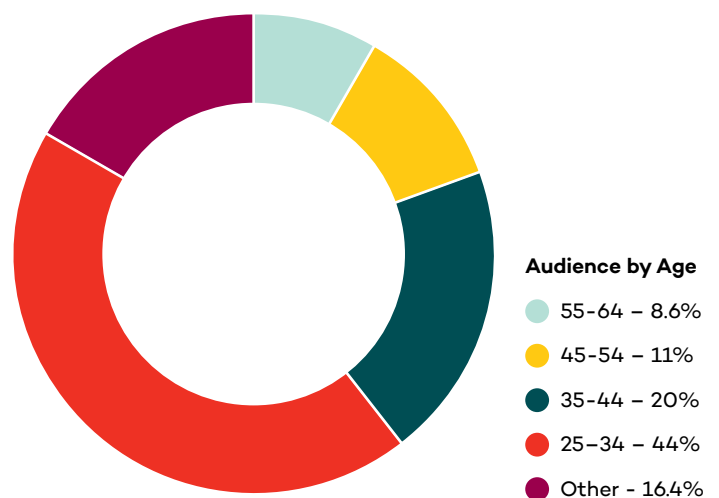
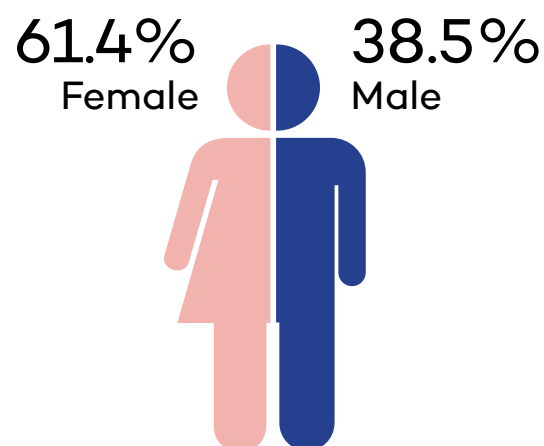
Audience by Gender



Instagram Overview

Instagram Followers – 14.9k (7% increase)

Audience by Gender





“As the president of FOOD Week and on behalf of the committee, we value and appreciate the benefits of the working relationship with Orange360. FOOD Week would not be the event that it is today, without the skills and resources that exist within O360 that develop a clear destination strategy and help drive the marketing and promotions around not only FOOD Week but other festivals and events in the region.”

Charlotte Gundry

President of FOOD Week Committee

Destination Marketing

Media & PR

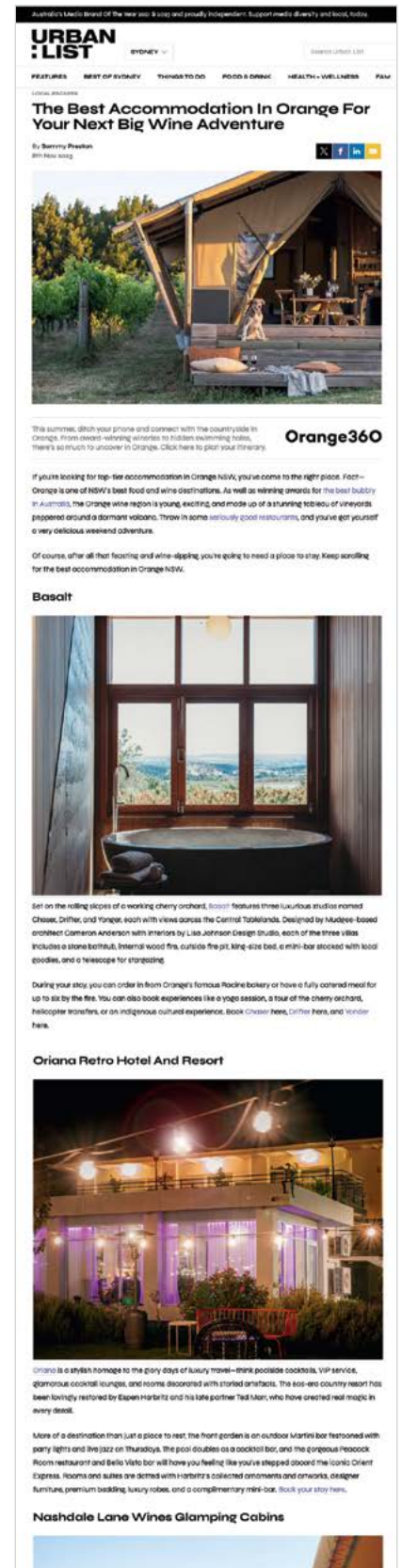
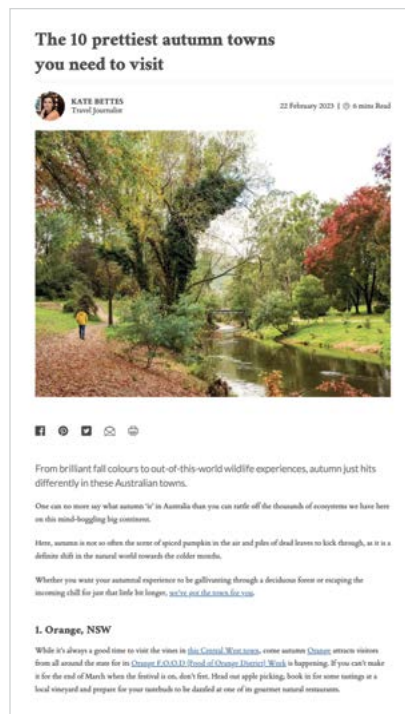
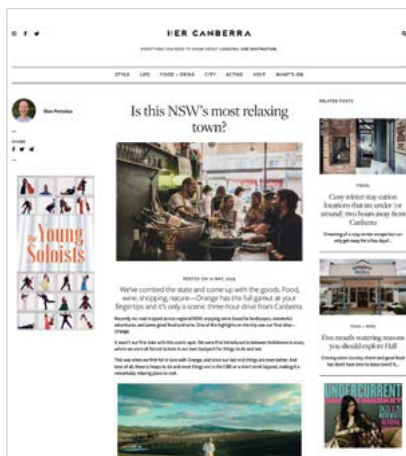
Independently generated editorial and stories in publications and newspapers are a valuable and important source of publicity that drives awareness and broader appeal of the Orange Region as a destination.

Storytelling and content creation is a key part of promoting events and attractions of the region as is creating good and reliable relationships with various media outlets and agencies.

Orange360 supports and jointly funds media famils to the region with the support of our members through comping various activities for travelling writers and we work closely with Gabrielle Brewer through the Joint Organisation to pick up on media leads.

Media Famils, have included visits from various publications in the past 12 months and the "Come Out We're Open" campaign brought additional media through the region.

- Concrete Playground
- Her Canberra
- GetIt
- Explore Magazine
- We are Explorers
- Country Style
- Sitchu
- Selector Magazine



50,279,853

TOTAL REACH

439

MEDIA ARTICLES

\$3,712,199

TOTAL EDITORIAL VALUE



Destination Marketing

Orange Wine Festival October 2022

Campaign overview

Orange360 Consumer News
(12k subscribers)

Orange360 Member eNews

Social Media Posts September 2022 – October 2022

- 8 x Paid Social Media Campaigns focus on promoting the overall Festival

Total Social Media (Paid and Organic)

Reach 256,149

Post Engagement 14,225

Website Traffic



21,627 unique users visited the Wine Festival pages



Wine Festival pages represented 11% of all Pageviews on Orange360.com.au from 1 July 2022



Largest website referral source was Social Media

Paid Advertising

- Investment - \$23,000
- Targeted Media included: Country Style, Gourmet Traveller (print and digital), Gourmet Traveller Wine and Her Canberra

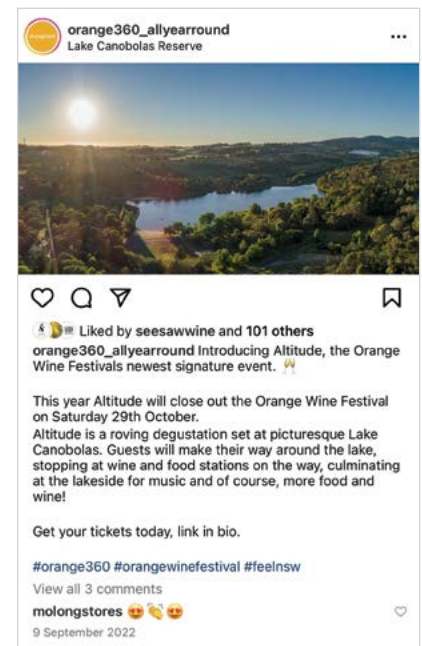
Resulting PR & Media Articles

- Media Release announcing Wine Festival '23 resulted just under 100 x media articles published

Reach 9,711,830

Ad Value \$302,048

Editorial Value \$906,143





Destination Marketing

F.O.O.D Week 4 March – 2 April 2023

Campaign overview

Direct Marketing

- Orange360 Consumer News (12k subscribers)
- Orange360 Member e:news
- Friends of FOOD (250 members)

Paid Advertising

- Investment - \$27,500
- Targeted Media included: Gourmet Traveller, Country Style, Blue Mountains Life, Galah eDM, Discover Magazine + local news, boosted Social Post

Resulting Media & PR

- Media Release announcing FOOD Week '23 resulted in 130 + media articles

Total Media Reach 2,351,283

Total Media Value \$303,000

Editorial Value \$909,000

Social Media 2023	Orange360	F.O.O.D	Total (vs 2022)
Total Reach	77,489	110,132	187,624 (up 30%)
Total Engagements	2,897	8,672	11,569 (up 296%)

- Orange360 & FOOD Week owned channels – eDMs, organic social posts, FOOD Week and Orange360 websites performed well.



Destination Marketing

Winter Fire Festival 5-14 August 2022

Campaign overview

Paid Social Media Investment

- Investment - \$2,000

Owned media investment	Shared Socials
orange360.com.au, Orange360 EDM, Orange360 social platforms	Facebook, Instagram, YT and LinkedIn

Media & PR

Media Articles	51
Total Reach	2,319,443
Editorial Value	\$346,500

Orange360.com.au Website traffic



15,414 users July 2022
(up 62% on same time 2021).
14,490 new users (up 60% on same time 2021).



24% of all Page Views were for the Winter Fire Festival.





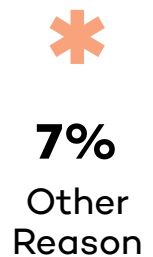
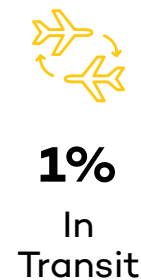
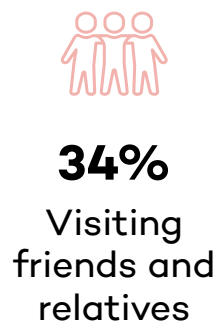
Visitor Statistics

Key Tourism Metrics*

	International Visitor	Domestic Day Visitor	Domestic Overnight	Total Year Ending 2023	Total Year Ending 2022
Visitor spend (AUD)	\$5,300,000	\$138,460,000	\$302,000,000	\$446,000,000	\$392,000,000
Visitors	6,600	860,000	538,000	1,410,000	1,177,000
Nights	n/a	0	1,420,000	1,540,000	1,264,000
Average Stay (nights)	n/a	n/a		2.6	2.4

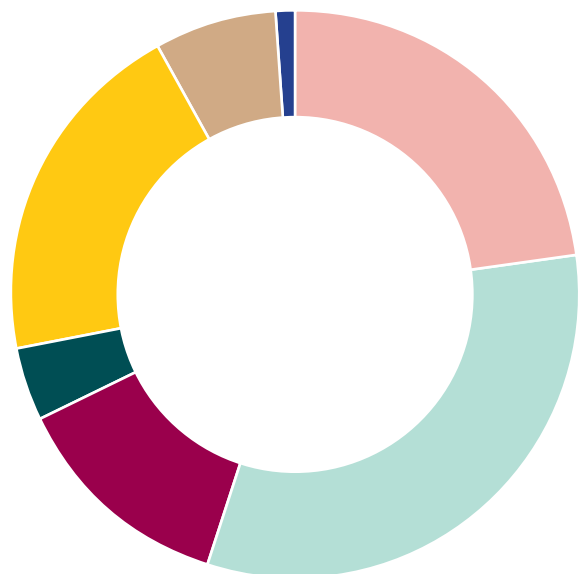
* Source: Tourism Research Australia (TRA); National Visitor Survey. Unpublished data extracted under licence by Peter Valerio. Copywrite remains with TRA.

Reasons for Travel (2021-2023)



Travelling Party (2021-2023)

- Travelling alone 23%
- Adult couple 32%
- Family group - parents and children 13%
- Friends or relatives travelling together - with children 4%
- Friends or relatives travelling together - without children 20%
- Business associates travelling 7%
- School/uni/college group (incl if sporting) 1%







Orange360

All year round.

TDO Limited t/as Orange360
ABN 30 616 158 822 582

150 Peisley Street (platform of the Orange Railway Station)
PO Box 8567, EAST ORANGE NSW 2800, Australia

+61 (0)2 6360 1990

orange360.com.au