

Orange360



Annual Report
2020/21 Financial Year

WELCOME TO Wiradjuri Country

Yinaagalangbu, gibirbangbu, buraaygalangbu
gawaymbanhadhu nginyalgir Wiradjurigu
ngurambanggu.

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



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Update from the General Manager



We did it! We broke records through a pandemic and mouse plague!

The year began with the first wave of our domestic tourism boom as Sydneysiders headed West with friends. Explore they did, and extend their weekend, they did. And for the first time ever our region experienced an

increase of length of stay beyond 3 nights to 3.3 nights with visitor nights breaking 550,000 resulting in an increase of 172% year on year.

This last 12 months has reinforced, importantly, that fundamental to our achievements is the power of collaboration, and a unified destination brand, representing the 3 Local Government Areas (LGA) of Blayney, Cabonne and Orange, and our tourism industry.

Together the destination brand presents an authentic country escape offering the visitor a sophisticated and diverse experience, all year round. The diversity of our region's destination appeal has led to a growth in the visitor economy with longer stays and higher spend which is now valued at just under \$500m per annum.

Orange360 engaged the services of Tourist Tracka to more intimately understand our visitor base, their place of residence, their life stage, their preferred travel destinations and importantly their dispersal when in region.

In a short space of time, we have confirmed the value of the Visiting Friends and Relative (VFR) market with the volume of families that visit, particularly in school holidays. We identified our core 'true' visitor as a Comfortable Cruiser, and instilled confidence in our investment to continue to invite our emerging market of the Young Professionals. Through our ongoing marketing to this audience we are seeing a shift in their intent to visit through their increasing visitation to our website.

The Orange360 website continues to prove itself as our most valuable asset and platform to best showcase the breadth of experiences across our region. Website traffic grew by 45% with just under 1m page views as visitors planned and booked their trips.

Orange360 made it easier for visitors to discover places to eat and enjoy farm gate experiences during their visit. In addition, we introduced new digital maps and trails across destination pillars/themes, visitor interests, travelling party and festivals.

We continued to share inspired stories of our people, places and products through hosting media famils with the likes of The Australian; Her Canberra; Gourmet Traveller; Urban List, We Are Explorers, Delicious, MinDFOOD and Good Food.

Our social fans grew by 19% to reach 4.7m people via their small screens seeking inspiration for their next getaway and #orange360 has now been used over 55,000 times.

All of this was only achievable with the additional financial support extended through Blayney and Cabonne Councils investing their Drought Stimulus Funds by \$50,000 respectively and Orange City Council increasing their support by an additional \$100,000.

Our major destination marketing campaign, Cool Summer, invited new visitors in our traditional slower season positioning the region as a cool alternative to the coast. The result saw a significant uplift in visitation and an important shift in intent to travel from our emerging target audience of Young Professionals.

As an industry-led membership organisation, we generated over \$1m of revenue reinvesting this on behalf of our growing membership base which is now more diverse and stronger than ever to represent 300 businesses and community organisations.

This is a significant milestone that will secure our industry, local jobs and encourage entrepreneurship, growth and investment.

Our achievements this year could not have been realised without the ongoing support of the Tourism Managers of our LGAs. I would also like to take this opportunity to thank the efforts and work of the voluntary TDO Ltd Board who provide the organisation with guidance and valued strategic insight. Their commitment to a positive outcome for our industry and community is steadfast.

To our valued members, corporate partners, Blayney Shire Council, Cabonne Council and Orange City Council, thank you for your commitment to growing and investing in our region's visitor economy. It is this collaboration that has us well placed to become one of Australia's leading destinations.

Kind regards,

Caddie Marshall
General Manager | Orange360

Chairman's Report



To Orange360 members, 2021 is coming to a close and for most of us it has been a very tough year. In many ways we are all lucky that we live in such a resilient community. I am very confident that with internal and state borders breaking down 2022 will be a far better year for us all.

On behalf of the Board, I would like to thank the Orange360 staff who have worked tirelessly during this period and in particular, to recognise the leadership that Caddie Marshall has given over the last 12 months.

In addition, I want to thank my fellow Board Members who have contributed not only at TDO Ltd Board meetings but also participated in a variety of initiatives taken recently. Other than the Board's Council Directors all other Board Members give of their time and expertise on a voluntary basis.

I am very pleased to report the strong support for Orange360 continues to grow and during the year membership has increased to over 300 and continues to grow month on month.

There are some exciting projects about to be commissioned, one of which is the Orange360 6-day bicycle trail which circumnavigates the Orange360 footprint, which I am confident is going to attract many people to the Orange region in particular the smaller villages and towns.

Thanks to you the members for your continued support, our sponsors and partners and the three regional councils, Orange City, Cabonne and Blayney Shire who not only support Orange360 financially but are using the organisation as a platform for promoting the district generally.

Warm regards,

Peter Robson
Chair | TDO Ltd

Strategic Statements

Orange360 is the industry appointed destination marketing organisation for the Orange region; encompassing Orange City, Blayney and Cabonne Shire Councils, and supported by industry membership from local operators in the winery, food and produce, hospitality, accommodation, retail, arts and cultural sectors.

Orange360 Vision

For the Orange Region to be a leading Australian destination.

Orange360 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 strong advocates for our destination.

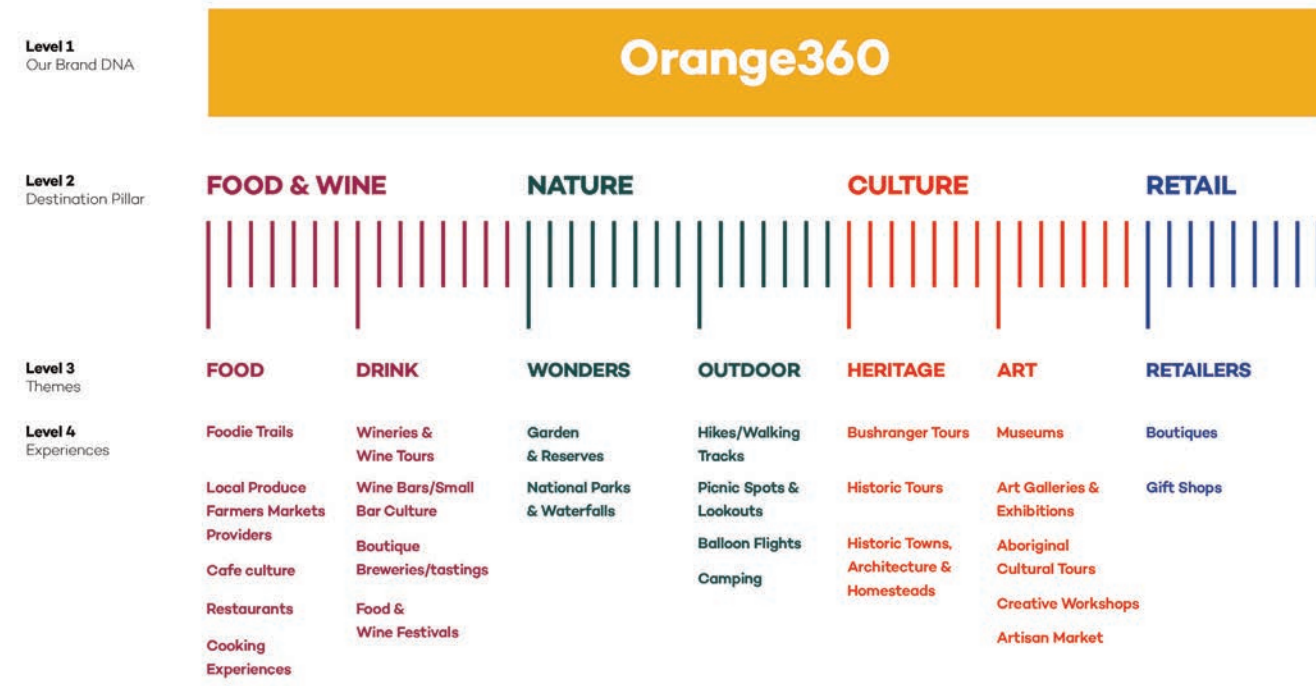
Orange360 Approach

Regional collaboration Industry engagement Strategic growth

Orange360 Strategic Priorities

- 1**
Enhance our visitor experience
- 2**
Build collaborative relationships
- 3**
Integrate premium marketing
- 4**
Position Orange360 as an aspirational destination
- 5**
Grow and Evolve

Destination Pillars



Our Values

Excellence



Collaboration



Inspiration



Integrity



Passion



Courage



Board Members



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



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



Name: Clr Reg Kidd, Mayor
Occupation: Orange City Council
Experience: Director since 2017



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



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



Name: Clr David Somerville
Occupation: Blayney Shire Council
Experience: Director since 2019



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



Name: Clr Jeff Whitton
Occupation: Orange City Councillor
Experience: Director since 2020



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



Name: Clr Kevin Beatty, Mayor
Occupation: Cabonne Council
Experience: Director since 2019



Name: Justin Byrne
Company Secretary



Name: Clr Joanne McRae
Occupation: Orange City Councillor
Experience: Director since 2019
(resigned 2020)



Our Team



Caddie Marshall
General
Manager



Libby Daniewska
Member & Network
Support



Rebecca Barnier
Marketing
Manager



Emily Mann
Communications & Sales
Manager (maternity leave)



Jennie Curran
Member & Network Support
(resigned January 2021)



Olivia Jackson
Marketing
Assistant



Matt Stephens
Finance
Manager

Tourism Managers



Glenn Mickle
Orange City Council
Tourism Manager



Megan Rodd
Blayney Shire Council Manager
Tourism & Communications



Laura Lewis Minogue
Cabonne Council Tourism &
Community Development
Coordinator

Our Major Stakeholders



Orange City Council

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

Orange City Council provides a wide range of services and facilities serving the Orange community and the wider region, including childcare, tourism support, sports fields and park and gardens, water storages and treatment, waste management and more than 500 kilometres of roads. 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.

[Source: <http://www.rdacentralwest.org.au/map/>]

Our Membership

As at June 30 2021, Orange360 had 300 registered members across a diverse range of tourism related industries receiving a range of benefits with a primary focus on growing awareness of the region and converting to visitation, all year round.

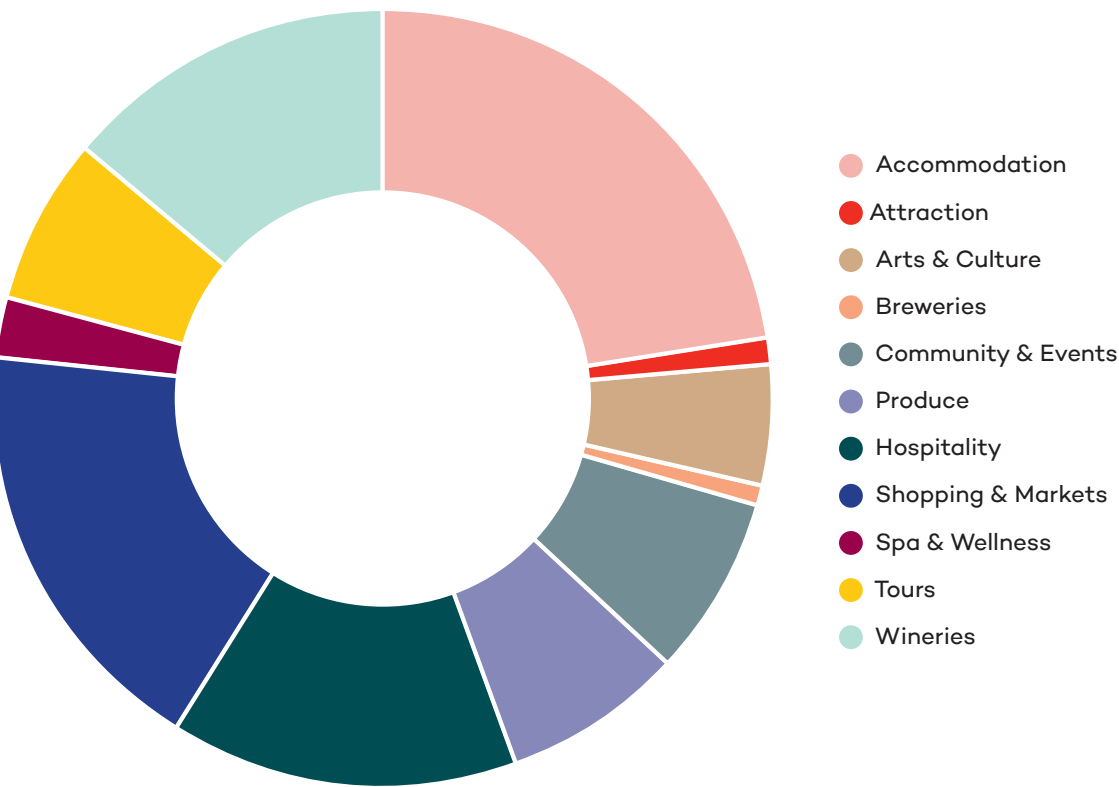
The primary membership benefit for an Orange360 member is exposure across our consumer facing digital platforms, principally the Orange360 website. Of note is the opportunity to network, share ideas and package visitor experiences with other members and to raise their business profile through events, PR and consumer communication.

Our 3 top membership sectors are accommodation, closely followed by the retail and hospitality sectors. The diversity of our membership overlaying our destination pillars is a clear unique selling position for our region and what sets the foundation in achieving our organisational vision.

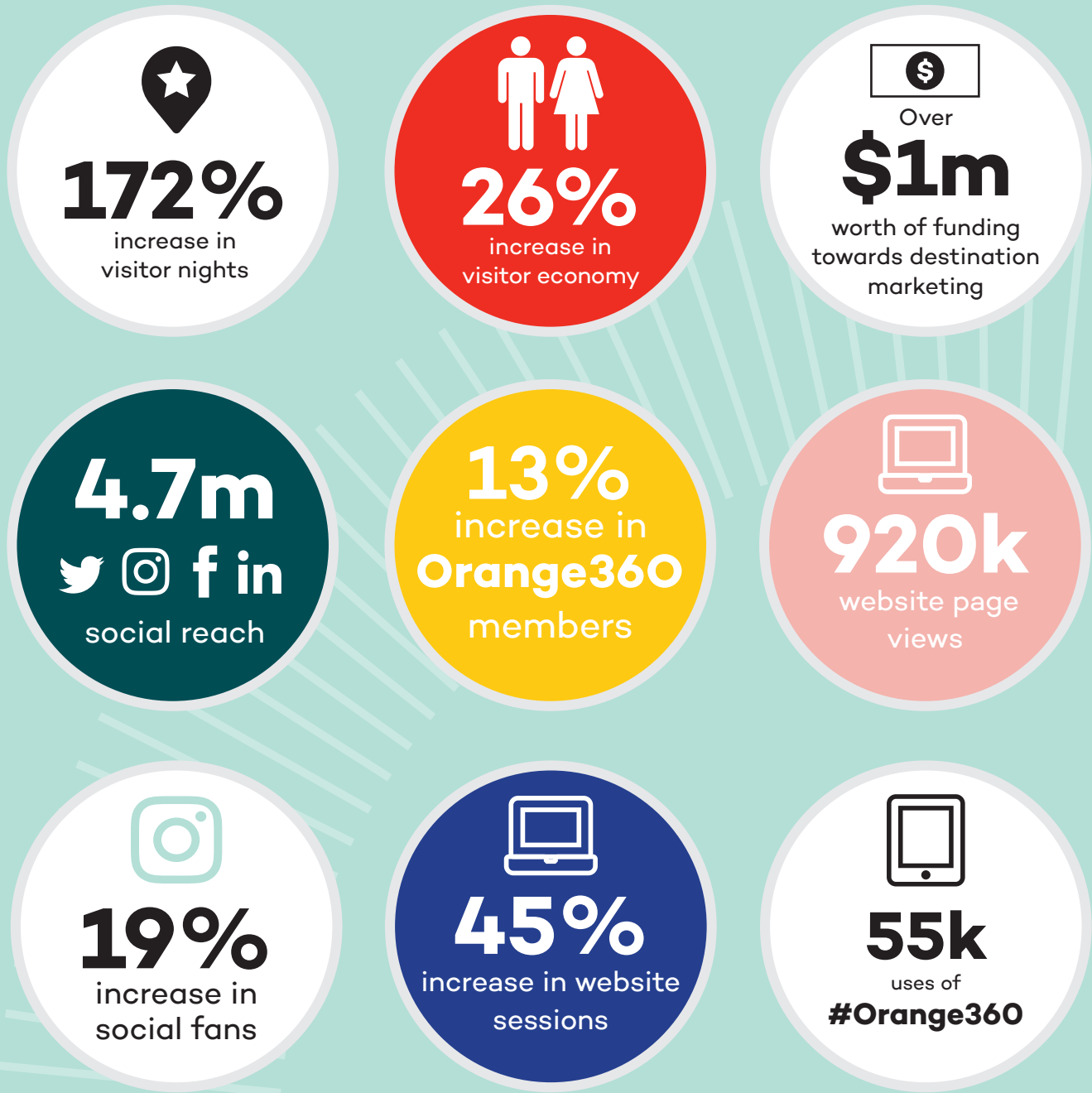
Over 15 years ago this organisation was borne from the wine industry with a clear vision that collaboration would achieve regional reputation for an industry in its inception. Today, Orange and the broader region is well on its way in establishing itself as a leading Australian destination and this is attributable to the hard work, reinvestment, and community spirit of our Orange360 membership.

It is important to report that even during the uncertain times of COVID, Orange360 membership continued to grow by 13% which is representative of the value for the organisation from our membership. In the last 3 years the Orange360 membership has grown by 146%.

Orange360 is committed to ensure as many businesses benefit from the visitor economy and that they are working together to showcase themselves and the full offering to visitors.



2020-21 Key Achievements



Visitor Statistics

Key Tourism Metrics For Orange (C)

| | International | Domestic Overnight | Domestic Day | Total |
|---|---------------|--------------------|--------------|-------|
| Visitors ('000) | - | 555 | 588 | 1,143 |
| Nights ('000) | - | 1,811 | - | 1,811 |
| Average stay (nights) | - | 3.3 | - | 3.3 |
| Spend (\$m) | - | 315 | 94 | 409 |
| Average spend per trip (\$) | - | 568 | 159 | 358 |
| Average spend per night (\$) | - | 174 | - | 226 |
| Average spend (commercial accommodation) per night (\$) | - | 262 | - | 262 |
| Reason (visitors '000) | | | | |
| Holiday | - | - | - | - |
| Visiting friends or relatives | - | - | - | - |
| Business | - | - | - | - |
| Other | - | - | - | - |
| Travel party type (visitors '000) | | | | |
| Unaccompanied | - | - | - | - |
| Couple | - | - | - | - |
| Family group | - | - | - | - |
| Friends/relatives travelling together | - | - | - | - |
| Accommodation (nights '000) | | | | |
| Hotel or similar | - | - | - | - |
| Home of friend or relative | - | - | - | - |
| Commercial camping/caravan park | - | - | - | - |
| Backpacker | - | - | - | - |
| Other | - | - | - | - |

Only top line data provided by Tourism Research Australia and Tourism Strategy Development Services



Destination Marketing: Website

The Orange360 website is our most powerful and important digital marketing tool in positioning the Orange region as a leading Australian destination. Correlating with the increase in domestic tourism Orange360 website traffic grew as more first time visitors looked to explore our region. Unique Visitors for the same period YoY increased by 42.48%.

These results are due to our commitment to continue to improve the user experience through enhanced website content and function as well as digital assets and imagery. We have assisted more businesses, community associations and events to raise their profile by becoming listed on the Australian Tourism Data Warehouse and achieved a 35% increase of listings from the previous FY.

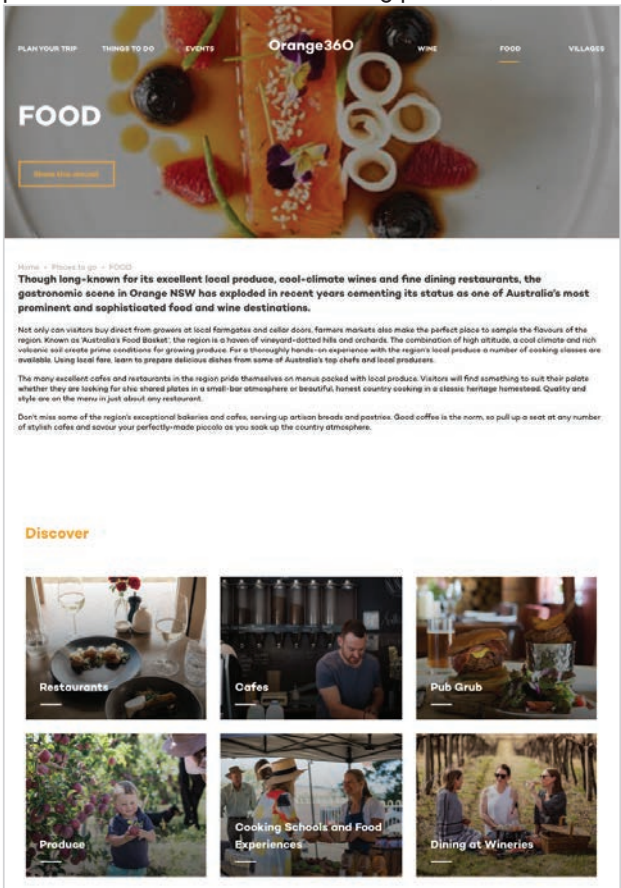
This effort resulted in a higher level of visitor engagement, with increased numbers of page views, length of time spent on the website and repeat visitation. We have seen continued growth in visits from a key target audience of 25-34 year olds with this audience segment generating the greatest uplift and higher views from our target markets in Sydney and Canberra, and a notable increase from Queensland.

Importantly, the Orange360 website became a source of up-to-date information during COVID for our Members with current information regularly shared via our Members Portal.

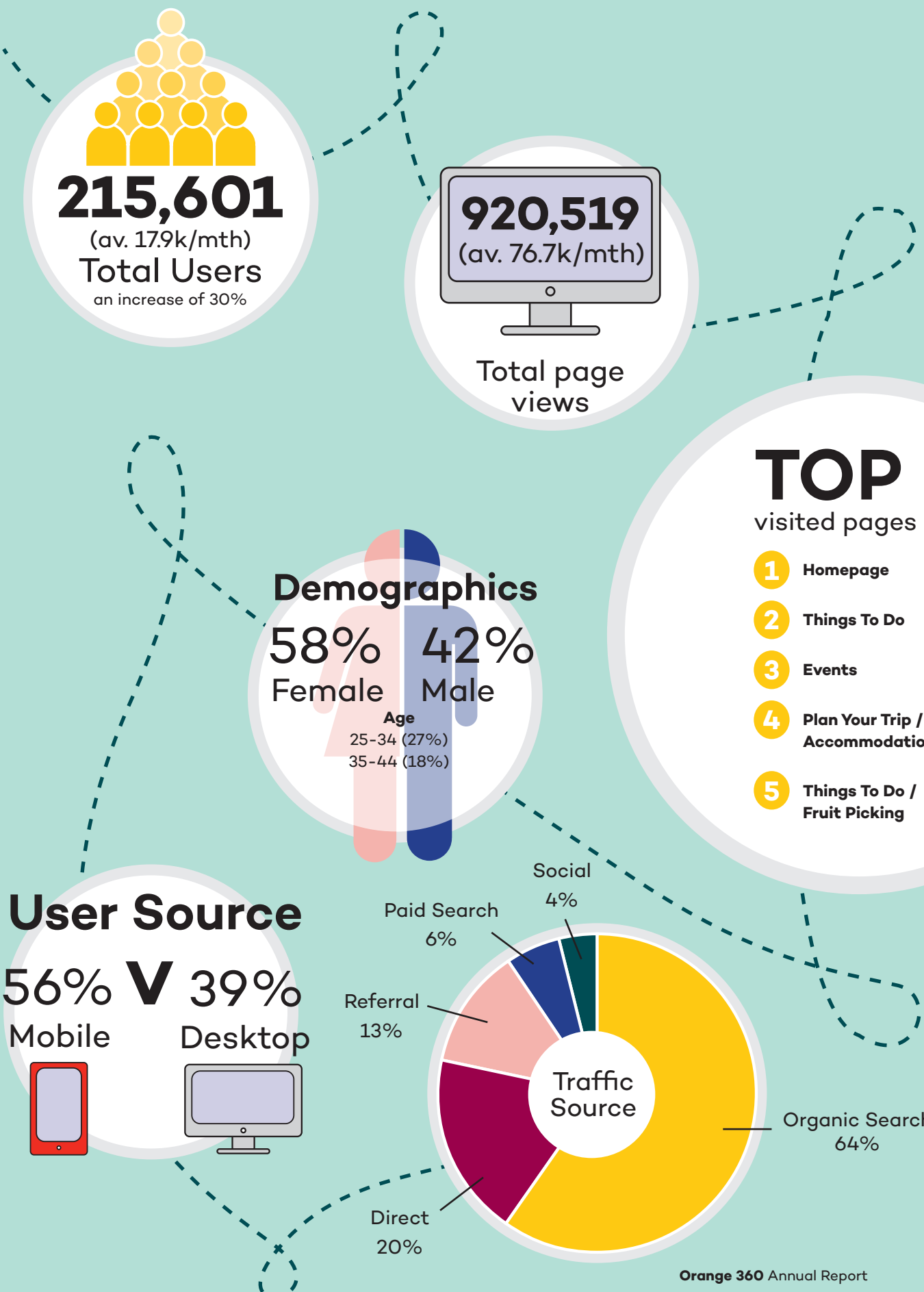
Key achievements

To position the website as a source of valuable content at all points in a visitor decision making process, we have delivered the below:

- 30% increase in website traffic Year on Year.
- Delivery of Orange Wine Festival program content onto Orange360 website in conjunction with ORVA, as well as new menu and the introduction of filters to improve search across 52 event listings.
- Added ATDW nearby search functionality (when looking at a listing, website will display up to 6 other listings nearby) which is likely to be a contributing factor to the increased time spent on the website.
- Content update for Village pages, including the addition of digital maps for Millthorpe, Blayney, Molong and Canowindra.
- Improved Dining content to allow for easier navigation for visitors to find a diverse range of dining and hospitality options.
- Orange360 website content has been enhanced to further develop the FOOD content so visitors can easily find the places to eat and enjoy farm gate experiences during their visit to Orange.
- SEO work is paying dividends; ranking #1 for searches on Things To Do in Orange, What's On Orange, #5 for Orange accommodation – which is strong against Booking.com, AirBnB and other booking platforms
- Enhance SEO via Google Tags to retarget website visitors with Orange360 winter campaign content.



Key Performance Indicators - Orange360.com.au

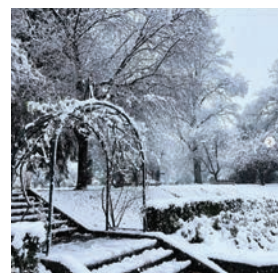


Destination Marketing: Social Media

Popular social media channels continue to grow and are an important part of our marketing mix, as well as providing highly engaging user generated content to be shared across both Facebook and Instagram.

Social Content

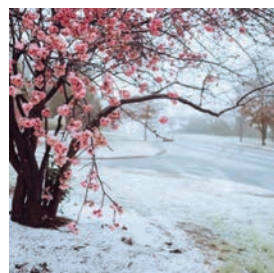
Our most engaging content was snow, snow and more snow. And not surprisingly our winter campaign which we launched just before we went into the COVID19 lockdown for 2021.



What a sight to behold

Reach 138.9K

f Facebook post



Stunning scenes across...

Reach 46.1K

Instagram post



Promoting Website: http...

Reach 51.6K

Ad

Facebook Overview

Facebook continued to prove to be a highly valuable visitor and member engagement tool with our snow show being the most popular content. Our single largest demographic has always been the Female 35-44 and now with consistent marketing to the Female 25-34 audience this is now an equal in its size and growing in its importance as a high value traveller market.

| Year | Reach | Impressions | Engaged Users |
|---------|----------|-------------|---------------|
| 2020/21 | 2m | 2.6m | 105.1k |
| 2019/20 | 1,761.5k | 2,521.3k | 77.3k |
| 2018/19 | 1,159.5k | 1,740.6k | 44.2k |
| Change | ^15% | ^5% | ^36% |

Facebook Fans – 15.2k – Up 13%

Facebook Page likes – Age & gender



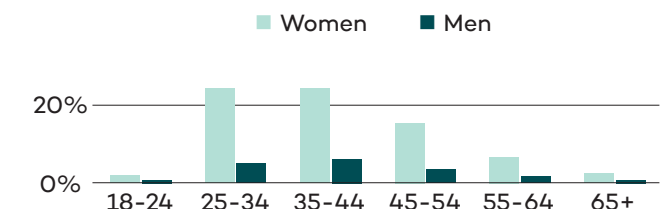
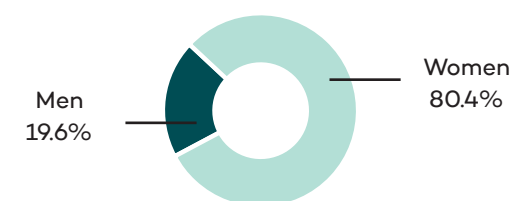
Instagram Overview

With 48% of the Orange360 Instagram fan base based in Sydney this is the perfect vehicle to inspire and lure potential visitors with our feed full of our breathtaking landscapes and natural beauty.

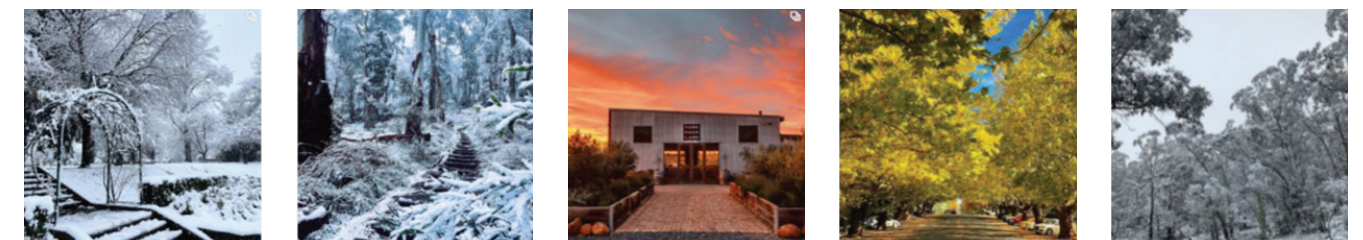
| Year | Reach | Impressions | Engaged Users |
|---------|--------|-------------|---------------|
| 2020/21 | 643.7k | 2,723.5k | 6.02% |
| 2019/20 | 537.5k | 2,623.7k | 5.24% |
| 2018/19 | 339.9k | 823.5k | 4.98% |
| Change | ^21% | ^4% | ^5% |

Instagram – 12.6k – Up 27%

Instagram followers – Age & gender



Highest Engagement



Most Saved

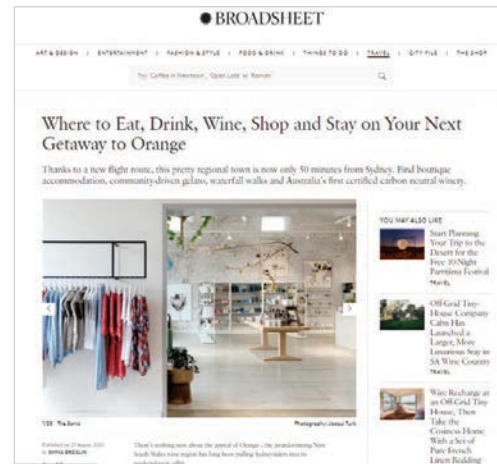


Destination Marketing: Familiarisations & Media Coverage

Orange360 play an important role in generating positive publicity for the region by coordinating media familiarisations that showcase the region and our natural assets, amazing attractions and world class events. Whilst there is a heavy skew towards food and wine; the team ensure this is balanced with retail, links to our historic villages and our heritage along with our magnificent landscapes and now more than ever, our vibrant local arts and culture.

With the support of our members, Orange360 hosted national media from digital platforms, television, social influencers, national newspapers and magazines, and appeared in segments including travel, lifestyle, food, wine, business, wellness and more.

In all, well over 500 articles were published across a broad range of publications and digital platforms.



Media Famils

JULY 2020

- Her Canberra
- Gourmet Traveller

AUGUST 2020

- Eat Drink Play

OCTOBER 2020

- Gourmet Traveller Wine
- Concrete Playground

DECEMBER 2020

- Urban List
- We Are Explorers
- Frankie

FEBRUARY 2021

- Qantas

MARCH 2021

- Marie Claire

APRIL 2021

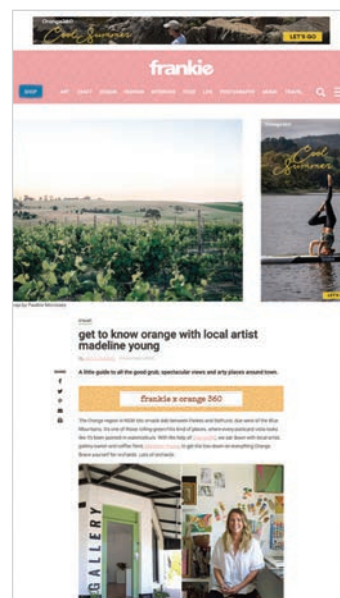
- Delicious
- Woman's Day
- MiNDFOOD
- Country Style

MAY 2021

- Inside Out

JUNE 2021

- Good Food



Destination Marketing: Cool Summer Campaign

Orange360 developed the 'Cool Summer' campaign to take advantage of the millions of Australians who normally flee our shores during summer holiday periods, who in summer of 2020 were looking for their Australian summer holiday alternative.

Summer is our region's slowest visitation season and presents our greatest opportunity for growth with the campaign in-market from December 2020 - February 2021.

Success from our 2019 campaign 'Extend the Weekend' provided us the platform and confidence to continue targeting our new primary audience 28-34 year olds with a female skew.

Taking on all the learning from past campaigns and consumer insights leading into the pandemic, the 'Cool Summer' campaign was the first for our region to showcase the full breadth of experiences visitors can enjoy.



Four key destination experience pillars were identified:

- 1. Food & Wine:** Building on the success of food and wine marketing activity and encompassing Orange's unique altitude and growing reputation as a cool-climate wine region; emerging breweries and distilleries; as well as established recognition of our region as the 'food bowl' of NSW and championing producers, farmers, farm gates, cafes and award-winning and hatted regional restaurants and chefs.
- 2. Nature:** Celebrating the wonder and beauty of natural landscapes across national parks and city gardens, as well as outdoor sports and recreation activities including hot air ballooning, mountain biking, bushwalking and hikes.
- 3. Culture:** Celebrating our vibrant contemporary arts and cultural scene in Orange and dispersed out to our historic villages.
- 4. Boutique Retail:** Supporting emerging strength of our retail sector, especially boutique fashion, homewares and gift stores, but also including cellar doors as retail outlets.

We also aligned these pillars and products with appropriate media placements that spoke to a specific segment of the target market:

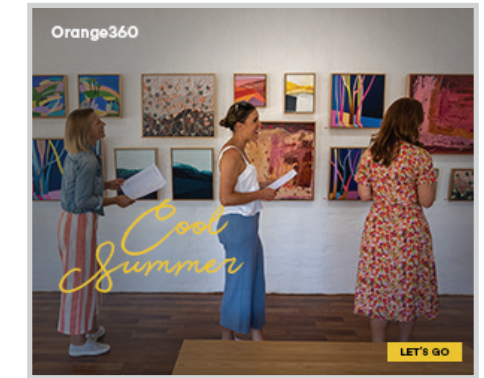
- Frankie Magazine and Concrete Playground – Culture/Retail (Arts & Culture)
- Gourmet Traveller – Food & Wine (Cool-climate wine & destination dining)
- Urban List Sydney – Travel & Leisure (All)
- We Are Explorers – Nature & Outdoors (Hikes & Bikes/Swimming holes & picnic spots)

Taking a 'visual first' approach that would get friends and family talking, without appearing as advertising, the campaign creative was centred around a 30-second hero video with an accompanying range 6-15 second variations themed to destination pillars particularly showcased our distinctive outdoor experiences to be used on social media and Search Display

The campaign generated 38 media stories across a range of publications and platforms relevant to our target markets.



| Media Reach | |
|----------------------|-------------|
| Digital | 7,121,241 |
| Print | 16,540,650 |
| Social Media | 367,757 |
| TOTAL REACH | 24,029,648 |
| MEDIA VALUE | \$1,235,772 |
| TOTAL CAMPAIGN SPEND | \$50,000 |

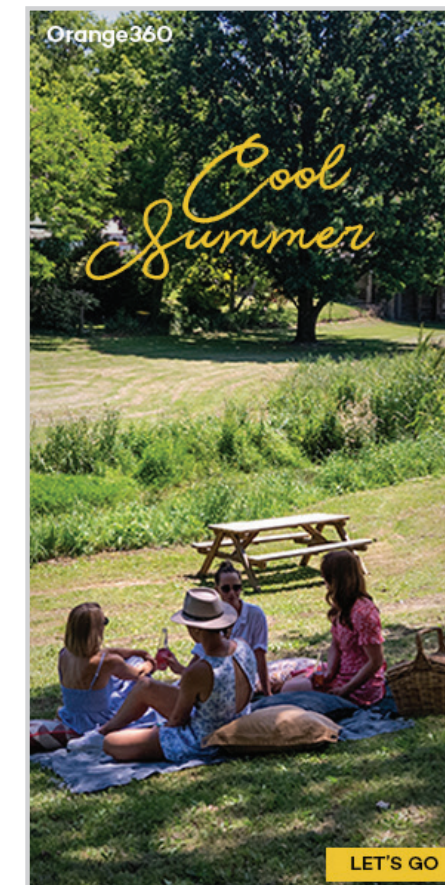


Visitors to Orange from Greater Sydney and Blue Mountains increased by 50% from January 2020 to January 2021. This percentage increase does not include visitors from our secondary markets of Newcastle, Riverina, the broader Central West and the ACT.

| Estimated Visitor Numbers | |
|---------------------------|--------|
| Jan 2020 | 23,000 |
| Jan 2021 | 35,000 |

Dispersal from Orange

The campaign also drove visitation to surrounding villages with approximately 20% of visitors to Orange visiting at least one of the surrounding villages.





Destination Marketing:

The day the large flying kangaroo came

When the flying kangaroo touched down in Orange and the headline read, “Orange360 to host first QANTAS Mystery Flight”, landing Boeing 737 at Orange Airport direct from Brisbane.

The silver lined COVID cloud from 20/21 has seen Australian traveller’s keen to enjoy unique travel experiences in Australia while international borders remain closed. In early 2020 Qantas announced the Orange leg opening up our region for easier access to more Australians and the potential for international travel. This of course was impacted with border closures and why Qantas was quick to establish awareness for its newest route.

Qantas last operated mystery flights in the 1990s when travellers would turn up at the airport and be allocated seats on a scheduled flight to any of the airline’s destinations. In 2021 Qantas has evolved the concept to offer dedicated Boeing 737 mystery flight experiences that will include not just the flight, but an entire day of activities in a mystery destination.

The concept was a hit with the public with the mystery flights selling out in just 15 minutes. Customers were provided with clues to ensure it was an appropriate outing for their areas of interest, having been told to expect “country hospitality, gourmet food and wine and the great outdoors”.

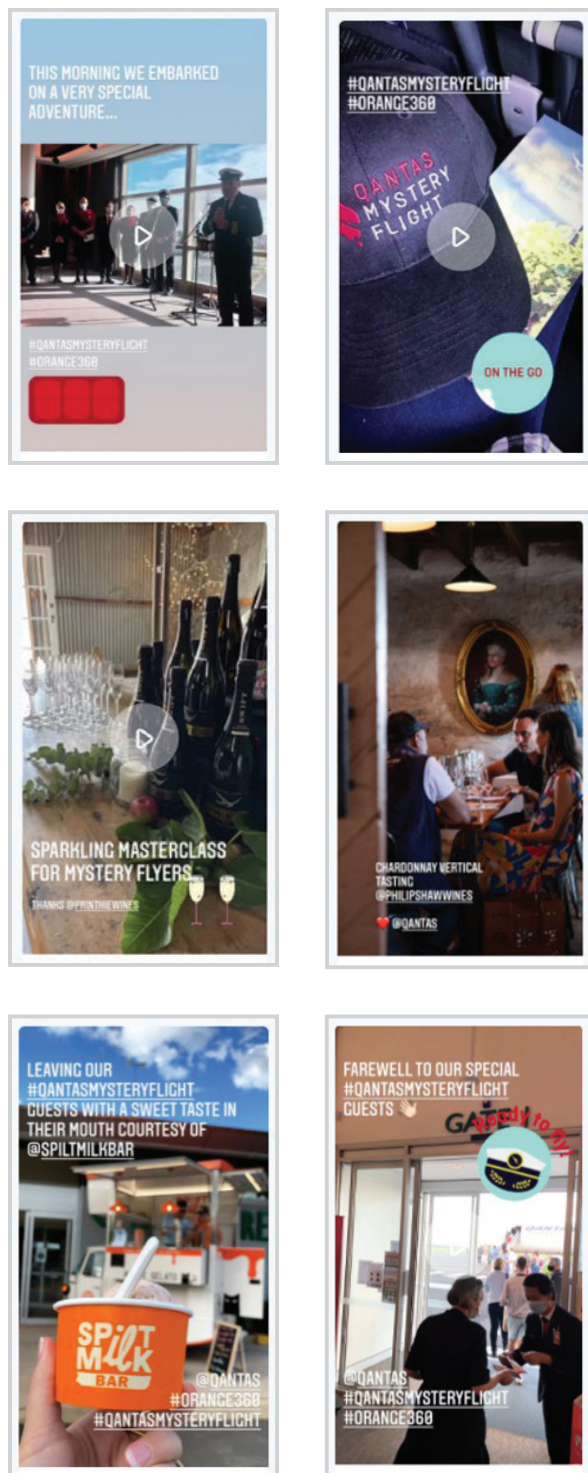
Leaving Brisbane Airport there was lots of excitement and wild guessing as to where they would touch down and it was a true honour to announce and welcome the passengers to Orange at the top of our descent.

The close to 150 cabin and crew enjoyed an Acknowledgement of Country and were welcomed by our Mayor, Cr Reg Kidd for their lunch at Sister’s Rock Restaurant at Borrodell Vineyard before dividing into four smaller groups.

Each group was named after the region’s distinct seasons and enjoyed a range of experiences across the Orange region’s wineries and cellar doors including Philip Shaw Wines, Printhe Wines, Heifer Station Wines and the Millthorpe Collective (Angullong, Tamburlaine and Slow Wine Co).

The group departed Orange in the early evening beaming with smiles, full bellies and promises to return as they boarded their return flight to Brisbane that evening with a Spilt Milk ice cream in hand.

We consider it a privilege and an honour that Orange was selected as the first of Qantas’ Mystery Destinations and are very excited about our current conversations with Qantas and what this opportunity represents for regional air travel to our region.



Destination Marketing: Events

Winter Fire Festival

Saturday 31 July – Monday 2 August 2020

In its third year, the 2020 Orange Winter Fire Festival took on a new virtual form as the region emerged from the first COVID-19 lockdown and community sentiment was nervous in welcoming visitors into our region.

Orange360 engaged the services of local creatives to develop a series of vignettes that captured the essence of our region in winter and were published via the Very Local streaming service. From foraging mushrooms in our local pine forest, the entrancing making of miso, studio moments in time with resident visual artists and live streamed tasting events with winemakers and brewers.

In total there were 11 x festival events that were significantly more subdued, COVID compliant with far smaller and more intimate numbers. The Winter Fire Festival was supported by Regis Resources. Two dedicated media partnerships were secured; Eat Drink Play and Concrete Playground.

- **Total PR campaign:** 6,220.6k reach
- **Social Media reach:** 988.9k reach
- **Festival video:** 33.3k views
- **Website traffic:** 35.3k page views from 15.1k unique visitors



Orange Wine Month

October 2020

In its 15th year the Orange Wine Festival extended from a 10-day festival to a month-long showcase of our cool-climate wine region.

With large crowd restrictions in place due to COVID-19, many of the festival's favourite signature events i.e. Wine Festival Night Market and Wine Show Public Tasting simply could not be included.

Marketing investment was significantly reduced however our local wine industry rallied and hosted just over 70 wine and food events, from long lunches and degustation dinners to winery tours and masterclasses.

The promotional campaign presented pre-festival media in Gourmet Traveller, Home Beautiful and Concrete Playground.

- **Total PR campaign:** 8,616.2k reach
- **Social Media reach:** 1,190.6k reach
- **Website traffic:** 108.4k page views from 41k unique visitors

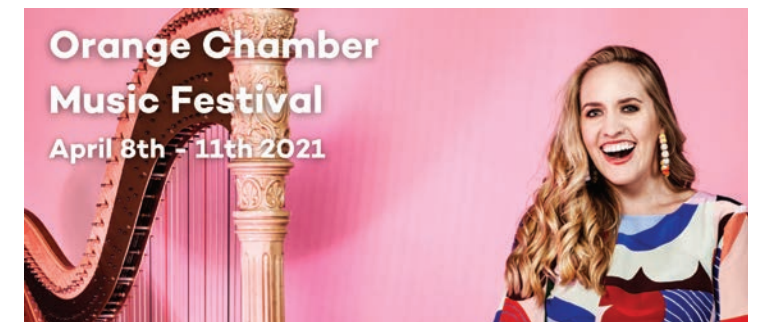


Orange Chamber Music Festival

Thursday 8 April – Sunday 11 April 2021

The Orange Chamber Music Festival featured established Australian ensembles, domestic and local artists across a variety of regional venues, ranging from the concert stage to the region's cellar doors and hatted restaurants.

The Opening Night Gala Concert featured all ensembles and artists of the OCMF 2021. In the true spirit of Chamber Music, the works ranged from Duos, Trios, Quartets and Quintets by resident and guest artists, including two Australian compositions by Jessica Wells and the world premiere of a new work by Lyle Chan, especially dedicated to the Resident Ensembles of the Orange Chamber Music Festival 2021: the Nexus Quartet and Acacia Quartet.



- **Total PR campaign:** 281.2k reach
- **Social Media reach:** 6k reach
- **Website traffic:** 8.5k page views from 3.2k unique visitors

F.O.O.D Week

Saturday 27 March – Monday 5 April 2021

Celebrating its 30th year as Australia's longest running regional food festival F.O.O.D Week pulled out all stops to host the most successful festival in its history.

The 2021 theme was the recognition of the original pioneering chefs who established the region's destination dining reputation and the celebration of our new and exciting brigade of chefs.

The Sampson Street lunch was an absolute highlight, as was F.O.O.D's 30th Year Dinner. The range of Shine the Light on the Producers presentations seeing two complimenting producers paired to showcase their respective produce in a combined way was a festival hit and spoke to the essence of the festival.

Numerous publications visited the region during the festival including Delicious, MindFOOD and Woman's Day and the festival benefited from features run in both Country Style and Gourmet Traveller.

- **Total Media Reach:** 31,608k reach
- **Social Media reach:** 83.9k
- **Festival video views:** 11.9k
- **Website:** 52.5k page views from 23.2k unique visitors



Destination Marketing: Publications



Food and Wine Guide

In September 2020 in time for Orange Wine Month, Orange360 refreshed the Wine & Food Guide to align with our other regional publications and to showcase our wine trails along with our diverse range of dining options and farm gates.

The guide featured advertising from 77 Orange360 members with a Cellar Door Directory that allows visitors to easily find wineries producing their favourite cool-climate drop along with the complete Restaurant and Café listing.



Retail Trail

Just in time for Christmas came the launch of our new Retail Trail Map featuring retailers from Orange as well as many of our surrounding villages across Blayney and Cabonne.

In total, 53 businesses were listed in the print version of the trail. This was complimented with a digital map for visitors to a full suite of must-visit shopping destinations. Visitors were encouraged to discover and support local artisans, as well as carefully curated collections from some of the best brands in Australia.

Wine Australia Project

The Wine Australia project is a working collaboration between Orange360, Orange Region Vignerons Association (ORVA), NSW DPI and F.O.O.D. Inc, co-funded by Wine Australia.

Initially focused on increasing International Inbound Wine Tourism from mainland China, the target market shifted to visiting friends and relatives (VFR) strategy targeting Australian-based Chinese resident in Sydney.

In its third year the project focused on delivering the following key elements of the project:

- Destination through our official Orange360 WeChat listing
- A full development of content on our WeChat Listing to replicate the Orange360 website
- Inbound market training and assistance through Destination NSW via the NSW First program
- Chinese language marketing collateral



Funding Sources

Orange360 partners with the local government areas in the Orange region to deliver destination marketing services:

- Orange City Council
- Blayney Shire Council
- Cabonne Shire Council

During the 2020/21 financial year, Orange360 also received funding from the following sources:

- Department of Regional NSW (NSW Government)
- Newcrest Mining Ltd
- Wine Australia

We value the continued support of these organisations so we can continue to deliver exceptional destination marketing services.

2019/2020 Key Stakeholders



Reporting to Stakeholders

Our board oversees Orange360 and meets on the 3rd or 4th Wednesday of each month. Our General Manager, Caddie Marshall attends all of these meetings and provides a written and verbal report on key activities and proposals. Our board plays an active role in our organisation and provides valuable oversight for all activities.

A week prior to each meeting, a board pack is circulated via email which includes a website report, membership report and General Manager's report. On the financial side, a full set of reports are included each month – full year cash flow budget, reporting actuals vs forecast monthly, profit and loss, balance sheet, accounts receivable summary, accounts payable summary and bank reconciliations for cash accounts and credit cards.

Every 6 months we provide reporting to each of our councils which specifically addresses the KPI's set out in the funding contracts signed with those bodies. We provide financial reporting around these, which is signed off by our audit accounting firm, along with written reports.

We provide adhoc reporting to our other funding sources on conclusion of their agreements with us, or as requested. These can take the form of verbal presentations, written reports or financial summaries.

Every financial year our financial records are audited by PMW Assurance Services and a full set of audited financial statements are prepared. These financial statements are made available to the local councils who partner with us.



TDO LIMITED

A.B.N. 30 616 158 822

**FINANCIAL REPORT
FOR THE YEAR ENDED
30 JUNE 2021**

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DIRECTORS' REPORT

Your directors present their report on the company for the financial year ended 30 June 2021.

Directors

The names of directors in office at any time during or since the end of the year are:

Chairman: Peter Robson
Board: David Hoskins
Reg Kidd
Tony Cheney
Joanne McRae (*resigned September 2020*)
Kevin Beatty
Robyn Murray
Stefanie Loader
David Somervaille
Tom Ward
David Waddell
Jeff Whitton (*appointed September 2020*)

Alternate: Ian Davison
Scott Ferguson

Company Secretary

The name of the Company Secretary during the full year ended 30 June 2021 and up to the date of this report is as follows:

Justin Byrne

Principal Activities

TDO Ltd trading as Orange360 is a not for profit organisation. We are a dynamic regional tourism entity very much focused on driving increased visitation and economic benefit across the entire region. Our purpose is to encourage over 1.5 million visitors to our region to further discover all of the wonders and gems that are unique to us - our people, our places and our produce. Orange360 encompasses everything that colours our region, all year round.

TDO Ltd represents numerous members across the Orange region, encompassing the local government areas of Orange City Council, Cabonne Shire Council and Blayney Shire Council. Our membership base is made up of Wineries, Restaurants/Cafes, Pubs/Clubs, Accommodation, Retail, Producers, Education, Art and History, Health and general business members.

The company's short-term objectives are to:

- Continue to grow the value of our visitors through attracting more visitors in our low and shoulder seasons.
- Build a strong structure to support the members and grow the membership base.
- Continue to increase awareness of the Regional Destination Brand through a Communications Strategy that integrates across all digital platforms including an online booking website.
- Encourage collaboration with all business and community groups for the benefit tourism.
- Promote and represent the region at Regional, State and National meetings and events
- Work closely with all Council stakeholders to achieve common tourism.

DIRECTORS' REPORT

The company's long-term objectives are to:

- Grow visitation to the region.
- Increase the average value per visitor stay.
- Encourage investment in the region in both tourism and general business.

To achieve these objectives, the company has adopted the following strategies:

- Marketing and Communication Strategy.
- Tiered Membership structure and benefits.
- Development of a training and familiarisation program to the local tourism industry.
- Secure government funding at both State and Federal levels.
- Work in synergy with Orange City, Cabonne and Blayney Shire Councils, and Destination NSW.

Significant Changes

No significant changes in the nature of the company's activities occurred during the year.

Operating Result

The net operating surplus for the year amounted to \$35,149 (2020: surplus of \$28,458).

Information on Directors (holding office at the date of this report)

Name: Peter Robson
Occupation: Vigneron
Experience: Director since 2017
Meetings Attended: 11 of 11

Name: David Hoskins
Occupation: Vigneron
Experience: Director since 2017
Meetings Attended: 11 of 11

Name: Ian Davison
Occupation: Councillor – Cabonne Shire Council
Experience: Director since 2017 (*Alternate Director for Kevin Beatty in February 2020*)
Meetings Attended: 9 of 9

Name: Reg Kidd
Occupation: Mayor – Orange City Council
Experience: Director since 2017
Meetings Attended: 11 of 11

DIRECTORS' REPORT

Information on Directors (holding office at the date of this report) cont.

Name: Jeff Whitton
Occupation: Councillor – Orange City Council
Experience: Director since 2021
Meetings Attended: 3 of 9

Name: Tony Cheney
Occupation: Solicitor
Experience: Director since 2017
Meetings Attended: 11 of 11

Name: Kevin Beatty
Occupation: Councillor – Cabonne Shire Council
Experience: Director since 2019
Meetings Attended: 2 of 2

Name: Robyn Murray
Occupation: Senior Project Manager – Department of Health
Experience: Director since 2019
Meetings Attended: 10 of 11

Name: Stefanie Loader
Occupation: Company Director
Experience: Director since 2019
Meetings Attended: 9 of 11

Name: David Somervaille
Occupation: Councillor – Blayney Shire Council
Experience: Director since 2019
Meetings Attended: 7 of 11

Name: Joanne McRae
Occupation: Councillor – Orange City Council
Experience: Director since 2019
Meetings Attended: 1 of 2

Name: David Waddell
Occupation: CEO – Orange City Council
Experience: Director since 2020
Meetings Attended: 8 of 11

Name: Tom Ward
Occupation: Vigneron
Experience: Director since 2020
Meetings Attended: 7 of 11

DIRECTORS' REPORT

Meetings of the Board

During the year ended 30 June 2021 there were 11 meetings of the board and/or members held including the annual general meeting. The number of meetings attended by each board member during the period is stated in this report.

The company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee.

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the *Corporations Act 2001* is set out on page 5.

Signed in accordance with a resolution of the Board of Directors:

Director:_____.

Director:_____.

Dated this day of 2021

TDO LIMITED
ABN: 30 616 158 822

**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTORS OF TDO LIMITED**

We hereby declare that to the best of our knowledge and belief, during the financial year ended 30 June 2021 there have been no:

- (i) No contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (ii) No contraventions of any applicable code of professional conduct in relation to the audit.

Name of Firm: PMW Audit
Chartered Accountants

Audit Partner: _____
Graham Spalding

Address: 65 Hill Street, Orange NSW 2800

Dated this day of 2021

TDO LIMITED
A.B.N. 30 616 158 822

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 | 2020 |
|------------------------------------|------------------|------------------|
| INCOME | | |
| Grant Income | 745,988 | 537,500 |
| Orange Flying High Funding | 18,300 | 29,951 |
| Other Funding | 25,000 | 190,909 |
| Membership Income | 62,313 | 69,485 |
| <i>Events Income</i> | | |
| - Banjo Paterson | - | 12,692 |
| - Qantas Event Income | 22,691 | - |
| - Sydney Wine Events | - | 12,100 |
| - Winter Fire Festival | 13,114 | 8,370 |
| <i>Other Income</i> | | |
| - ATO Incentives - Cash Flow Boost | 50,320 | 36,046 |
| - F.O.O.D Week | 34,000 | - |
| - Glasses | - | 22,025 |
| - Marketing Services | 45,091 | 92,712 |
| - Miscellaneous | 2,588 | 2,925 |
| TOTAL INCOME | <u>1,019,405</u> | <u>1,014,715</u> |
| COST OF SALES | | |
| <i>Events</i> | | |
| - Apple Ramble | - | 172 |
| - Banjo Paterson | 80 | 21,527 |
| - Orange Wine Festival | 3,662 | 1,740 |
| - Sydney Wine Events | 6,355 | 37,711 |
| - Winter Fire Festival | 20,826 | 47,098 |
| <i>Other</i> | | |
| - Glasses | - | 18,524 |
| - F.O.O.D Week | 40,346 | 10,426 |
| - Marketing Costs | 61,384 | 150,130 |
| - Orange Flying High | - | 15,043 |
| - Tourism Packages | 208,642 | 59,673 |
| TOTAL COST OF SALES | <u>341,295</u> | <u>362,044</u> |

The accompanying notes form part of these financial statements.

TDO LIMITED
A.B.N. 30 616 158 822

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 | 2020 |
|--|----------------|----------------|
| EXPENSES | | |
| Accountancy and Consulting Fees | - | 165 |
| Audit Fees | 5,000 | 5,000 |
| Bad Debts | 1,720 | 600 |
| Bank Charges | 1,473 | 1,779 |
| Branding Expenses | - | 1,196 |
| Cleaning/Waste Disposal | 5,325 | 4,600 |
| Computer Expenses | 1,590 | 2,001 |
| Depreciation and amortisation | 45,205 | 49,997 |
| Electricity, Gas & Water | 586 | 437.00 |
| Employee Recruitment Costs | 1,605 | 790 |
| General Marketing | 130,054 | 70,214 |
| Insurance | 6,488 | 6,058 |
| Interest paid | 761 | 605 |
| Membership Development | - | 3,800 |
| Memberships and Subscriptions | 20,130 | 14,411 |
| Office Rent & Expenses | 10,578 | 4,974 |
| Other Expense | 2,809 | 5,422 |
| Postage, Printing and Stationery | 1,380 | 2,931 |
| Phone, Fax and Internet | 6,984 | 7,357 |
| Salaries and Wages | 350,731 | 387,934 |
| Superannuation | 31,788 | 35,200 |
| Staff Amenities and Training | 3,989 | 7,294 |
| Travel and Accommodation | - | 1,310 |
| Website | 14,765 | 10,138 |
| TOTAL EXPENSES | <u>642,961</u> | <u>624,213</u> |
| OPERATING (DEFICIT)/ SURPLUS FOR YEAR | <u>35,149</u> | <u>28,458</u> |

The accompanying notes form part of these financial statements.

TDO LIMITED
A.B.N. 30 616 158 822

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2021

| | | 2021 | 2020 |
|--------------------------------------|-----------|----------------|----------------|
| CURRENT ASSETS | | | |
| Cash and cash equivalents | 2 | 133,239 | 106,031 |
| Trade and other receivables | 3 | 8,100 | 51,320 |
| Inventory | 4 | 8,304 | 8,304 |
| Other assets | 5 | 53,447 | 6,164 |
| TOTAL CURRENT ASSETS | | <u>203,090</u> | <u>171,819</u> |
| NON-CURRENT ASSETS | | | |
| Plant and equipment | 6 | 5,190 | 10,437 |
| Right of use asset | 7 | 4,949 | 8,703 |
| Intangible assets | 8 | 23,730 | 59,933 |
| TOTAL NON-CURRENT ASSETS | | <u>33,869</u> | <u>79,073</u> |
| TOTAL ASSETS | | <u>236,959</u> | <u>250,892</u> |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 9 | 63,530 | 101,261 |
| Lease liabilities | 10 | 2,963 | 2,963 |
| Employee leave entitlements | 11 | 7,195 | 14,155 |
| TOTAL CURRENT LIABILITIES | | <u>73,688</u> | <u>118,379</u> |
| NON-CURRENT LIABILITIES | | | |
| Lease liabilities | 10 | 955 | 5,346 |
| TOTAL NON-CURRENT LIABILITIES | | <u>955</u> | <u>5,346</u> |
| TOTAL LIABILITIES | | <u>74,643</u> | <u>123,725</u> |
| NET ASSETS | | <u>162,316</u> | <u>127,167</u> |
| EQUITY | | | |
| Retained earnings | | 162,316 | 127,167 |
| TOTAL EQUITY | | <u>162,316</u> | <u>127,167</u> |

The accompanying notes form part of these financial statements.

TDO LIMITED
A.B.N. 30 616 158 822

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2021

| | Retained Earnings |
|-----------------------------------|------------------------------|
| Balance at 1 July 2019 | 98,709 |
| Net surplus/(deficit) | 28,458 |
| Balance as at 30 June 2020 | <u>127,167</u> |
| Net surplus/(deficit) | 35,149 |
| Balance as at 30 June 2021 | <u>162,316</u> |

TDO LIMITED
A.B.N. 30 616 158 822

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 | 2020 |
|--|-------------------------|----------------|
| CASH FLOW FROM OPERATING ACTIVITIES | | |
| Receipts from customers and members | 231,145 | 254,779 |
| Grants & sponsorships received | 715,368 | 552,500 |
| Payments to suppliers and employees | (914,913) | (794,230) |
| Net cash provided by operating activities | 12 <u>31,600</u> | <u>13,049</u> |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Purchase of property, plant and equipment | - | (1,233) |
| Lease liability payments | (4,392) | (6,906) |
| Purchase of intangible assets | - | - |
| Net cash provided by investing activities | <u>(4,392)</u> | <u>(8,139)</u> |
| Net increase (decrease) in cash held | 27,208 | 4,910 |
| Cash at beginning of year | 106,031 | 101,121 |
| Cash at end of year | 2 <u>133,239</u> | <u>106,031</u> |

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

1. Statement of Significant Accounting Policies

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users who are dependent on its general purpose financial reports. These financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001* and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless stated otherwise.

The financial statements have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. The accounting policies that have been adopted in the preparation of this report are as follows.

a) Income Tax

No provision for income tax has been raised as the company is exempt from Income Tax under Div 50 of the Income Tax Assessment Act 1997.

b) Plant & Equipment

Each class of plant and equipment is carried at cost or fair value, less, where applicable, accumulated depreciation and impairment losses.

Plant & Equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

The carrying amount of plant and equipment is reviewed annually by the board to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

In the event the carrying amount of plant and equipment is greater than the recoverable amount, the carrying amount is written down immediately to the estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present (refer to Note 1(d) for details of impairment).

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

Plant & Equipment (Cont.)

Plant and equipment that have been contributed at no cost, or for nominal cost, are valued and recognised at fair value of the asset at the date it is acquired.

Depreciation

The depreciable amount of all fixed assets, is depreciated on a straight-line or diminishing value basis over their useful lives to the economic entity commencing from the time the asset is held ready for use.

The depreciable amount of all fixed assets, is depreciated on a straight-line or diminishing value basis over their useful lives to the economic entity commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable assets are:

| Class of Fixed Asset | Depreciation |
|-------------------------|--------------|
| Office Equipment | 10 – 50% |
| Furniture and Equipment | 10% |

The assets' residual lives and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the profit or loss statement. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

c) Financial Instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

Financial assets

Initial recognition and measurement

Financial assets are classified, at initial recognition, as subsequently measured at amortised cost, fair value through other comprehensive income (OCI), and fair value through profit or loss.

The classification of financial assets at initial recognition depends on the financial asset's contractual cash flow characteristics and the company's business model for managing them. With the exception of trade receivables that do not contain a significant financing component or for which the company has applied the practical expedient, the company initially measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss, transaction costs.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

c) Financial Instruments (cont'd)

In order for a financial asset to be classified and measured at amortised cost or fair value through OCI, it needs to give rise to cash flows that are 'solely payments of principal and interest (SPPI)' on the principal amount outstanding. This assessment is referred to as the SPPI test and is performed at an instrument level.

The company's business model for managing financial assets refers to how it manages its financial assets in order to generate cash flows. The business model determines whether cash flows will result from collecting contractual cash flows, selling the financial assets, or both. Purchases or sales of financial assets that require delivery of assets within a time frame established by regulation or convention in the market place (regular way trades) are recognised on the trade date, i.e., the date that the company commits to purchase or sell the asset.

Classification and subsequent measurement

For purposes of subsequent measurement, financial assets are classified in four categories:

- Financial assets at amortised cost (debt instruments);
- Financial assets at fair value through OCI with recycling of cumulative gains and losses (debt instruments)
- Financial assets at fair value through profit or loss

Financial assets at amortised cost (debt instruments)

This category is the most relevant to the company. The company measures financial assets at amortised cost if both of the following conditions are met:

- The financial asset is held within a business model with the objective to hold financial assets in order to collect contractual cash flows, and
- The contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding

Financial assets at amortised cost are subsequently measured using the effective interest (EIR) method and are subject to impairment. Gains and losses are recognised in profit or loss when the asset is derecognised, modified or impaired.

The company's financial assets at amortised cost includes trade receivables.

Financial assets at fair value through profit or loss

Financial assets at fair value through profit or loss include financial assets held for trading, financial assets designated upon initial recognition at fair value through profit or loss, or financial assets mandatorily required to be measured at fair value. Financial assets are classified as held for trading if they are acquired for the purpose of selling or repurchasing in the near term. Financial assets with cash flows that are not solely payments of principal and interest are classified and measured at fair value through profit or loss, irrespective of the business model. Notwithstanding the criteria for debt instruments to be classified at amortised cost or at fair value through OCI, as described above, debt instruments may be designated at fair value through profit or loss on initial recognition if doing so eliminates, or significantly reduces, an accounting mismatch.

Financial assets at fair value through profit or loss are carried in the statement of financial position at fair value with net changes in fair value recognised in the statement of profit or loss.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

c) Financial Instruments (cont'd)

Derecognition

A financial asset (or, where applicable, a part of a financial asset or part of a company of similar financial assets) is primarily derecognised (i.e., removed from the company's statement of financial position) when:

- The rights to receive cash flows from the asset have expired, and
- The company has transferred its rights to receive cash flows from the asset or has assumed an obligation to pay the received cash flows in full without material delay to a third party under a 'pass-through' arrangement; and either (a) the company has transferred substantially all the risks and rewards of the asset, or (b) the company has neither transferred nor retained substantially all the risks and rewards of the asset, but has transferred control of the asset

Financial Liabilities

Financial liabilities are classified, at initial recognition, as loans and borrowings or payables, as appropriate. All financial liabilities are recognised initially at fair value and, in the case of loans and borrowings and payables, net of directly attributable transaction costs.

The company's financial liabilities include trade and other payables and loans and borrowings including bank overdraft.

Subsequent measurement

The measurement of financial liabilities depends on their classification, as described below:

Loans and borrowings

This is the category most relevant to the company. After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the EIR method. Gains and losses are recognised in profit or loss when the liabilities are derecognised as well as through the EIR amortisation process.

Amortised cost is calculated by taking into account any discount or premium on acquisition and fees or costs that are an integral part of the EIR. The EIR amortisation is included as finance costs in the statement of profit or loss.

This category generally applies to interest-bearing loans and borrowings.

De-recognition

A financial liability is derecognised when the obligation under the liability is discharged or cancelled or expires. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the derecognition of the original liability and the recognition of a new liability. The difference in the respective carrying amounts is recognised in the statement of profit or loss.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

d) Leased assets

The Company considers whether a contract is, or contains a lease. A lease is defined as 'a contract, or part of a contract, that conveys the right to use an asset (the underlying asset) for a period of time in exchange for consideration'. To apply this definition the Company assesses whether the contract meets three key evaluations which are whether:

- the contract contains an identified asset, which is either explicitly identified in the contract or implicitly specified by being identified at the time the asset is made available to the Company
- the Company has the right to obtain substantially all of the economic benefits from use of the identified asset throughout the period of use, considering its rights within the defined scope of the contract
- the Company has the right to direct the use of the identified asset throughout the period of use. The Company assess whether it has the right to direct 'how and for what purpose' the asset is used throughout the period of use.

Measurement and recognition of leases as a lessee

At lease commencement date, the Company recognises a right-of-use asset and a lease liability on the balance sheet. The right-of-use asset is measured at cost, which is made up of the initial measurement of the lease liability, any initial direct costs incurred by the Company, an estimate of any costs to dismantle and remove the asset at the end of the lease, and any lease payments made in advance of the lease commencement date (net of any incentives received).

The Company depreciates the right-of-use assets on a straight-line basis from the lease commencement date to the earlier of the end of the useful life of the right-of-use asset or the end of the lease term. The Company also assesses the right-of-use asset for impairment when such indicators exist.

At the commencement date, the Company measures the lease liability at the present value of the lease payments unpaid at that date, discounted using the interest rate implicit in the lease if that rate is readily available or the Company's incremental borrowing rate.

Lease payments included in the measurement of the lease liability are made up of fixed payments (including in substance fixed), variable payments based on an index or rate, amounts expected to be payable under a residual value guarantee and payments arising from options reasonably certain to be exercised.

Subsequent to initial measurement, the liability will be reduced for payments made and increased for interest. It is remeasured to reflect any reassessment or modification, or if there are changes in in-substance fixed payments.

When the lease liability is remeasured, the corresponding adjustment is reflected in the right-of-use asset, or profit and loss if the right-of-use asset is already reduced to zero.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

e) Intangible Assets

Website

Costs directly attributable to the development of the website are capitalised as intangible assets only when the company has an intention and ability to complete and use the website and the costs can be measured reliably. Research costs are recognised as an expense when incurred. The website has a finite life and is carried at cost less accumulated amortisation and any impairment losses. The company has estimated the useful life to be 3 years. It is assessed annually for impairment.

Branding

Significant costs associated with development of the Company brand are deferred and amortised on a straight-line basis over the period of their expected benefit, being their finite life of 4 years.

Images and Video Rights

Significant costs associated with development of a Image and Video library are deferred and amortised on a straight-line basis over the period of their expected benefit, being their finite life of 3 years.

f) Impairment of Assets

At the end of each reporting period, the company assesses whether there is any indication that an asset may be impaired. The assessment will include considering external and internal sources of information. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is recognised immediately in profit or loss, unless the asset is carried at a revalued amount in accordance with another Standard. Any impairment loss of a revalued asset is treated as a revaluation decrease in accordance with that other Standard.

Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash generating unit to which the asset belongs.

g) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may not satisfy vesting requirements.

Those cash outflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows attributable to employee provisions

h) Provisions

Provisions are recognised when the entity has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

i) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the balance sheet.

j) Goods and Service Tax (GST)

Revenue, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a net basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

k) Revenue

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

Grant revenue is recognised in the income statement when the entity obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If conditions are attached to the grant which must be satisfied before the entity is eligible to receive the contribution, the recognition of the grant will be deferred until those conditions are satisfied.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the balance sheet as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

All revenue is stated net of the amount of goods and services tax (GST).

l) Comparative Figures

Where required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year. When the company applies an accounting policy retrospectively, makes a retrospective restatement or reclassifies items in its financial statements, a statement of financial position as at the beginning of the earliest comparative period must be disclosed.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

m) Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amount normally being paid within 30 days of the recognition of the liability.

n) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the company.

o) Economic Dependence

TDO Limited is dependent on the Orange City Council, Blayney Shire Council and Cabonne Shire Council for a large proportion of its revenue used to operate the business. At the date of this report the Board has no reason to believe these Councils will not continue to support TDO Limited.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 | 2020 |
|---|-----------------|----------------|
| 2 Cash and Cash Equivalents | | |
| Cash at bank | 133,239 | 106,031 |
| Reconciliation of cash | <u>133,239</u> | <u>106,031</u> |
| Cash at the end of the financial year as shown in the cash flow statement is reconciled to items in the balance sheet as above. | | |
| 3 Receivables | | |
| Current | | |
| Debtors | 9,350 | 51,920 |
| Provision for doubtful debts | <u>(1,250)</u> | <u>(600)</u> |
| | <u>8,100</u> | <u>51,320</u> |
| Bad debts are provided for as 50% of debtors over 90 days aged. | | |
| 4 Inventory | | |
| Current | | |
| Glasses on Hand | 8,304 | 8,304 |
| | <u>8,304</u> | <u>8,304</u> |
| 5 Other Assets | | |
| Current | | |
| ATO receivable | 1,647 | - |
| Prepayments | <u>51,800</u> | <u>6,164</u> |
| | <u>53,447</u> | <u>6,164</u> |
| 6 Property, Plant and Equipment | | |
| Furniture and fittings - at cost | 1,515 | 1,515 |
| Less accumulated depreciation | <u>(1,176)</u> | <u>(35)</u> |
| | <u>339</u> | <u>1,480</u> |
| Office equipment - at cost | 17,054 | 17,054 |
| Less accumulated depreciation | <u>(12,446)</u> | <u>(9,470)</u> |
| | <u>4,608</u> | <u>7,584</u> |
| Computer equipment - at cost | 4,550 | 4,550 |
| Less accumulated depreciation | <u>(4,307)</u> | <u>(3,177)</u> |
| | <u>243</u> | <u>1,373</u> |
| Total property, plant and equipment | <u>5,190</u> | <u>10,437</u> |

TDO LIMITED
A.B.N. 30 616 158 822

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 | 2020 |
|-------------------------------|-----------------|----------------|
| 7 Right of use assets | | |
| Leased office equipment | 15,215 | 15,215 |
| Less accumulated depreciation | <u>(10,266)</u> | <u>(6,512)</u> |
| | <u>4,949</u> | <u>8,703</u> |

The company adopted AASB116 - Leases during the year. They therefore recognised the abovementioned right of use assets in their balance sheet in the current financials year.

8 Intangible Assets

| | | |
|--------------------------------|-----------------|-----------------|
| Websites | 41,656 | 41,656 |
| Brand Development - Orange 360 | 10,363 | 10,363 |
| Image & Video Rights | 60,000 | 60,000 |
| Disposals | - | - |
| Less accumulated amortisation | <u>(88,289)</u> | <u>(52,086)</u> |
| | <u>23,730</u> | <u>59,933</u> |

9 Trade and Other Payables

Current

| | | |
|-------------------------------------|---------------|----------------|
| Trade and other creditors | 18,866 | 8,353 |
| ATO Creditor | - | 26,830 |
| Accrued expenses | 12,628 | 4,450 |
| Funding Received in Advance | 4,380 | 35,000 |
| Membership Fees Received in Advance | <u>27,656</u> | <u>26,628</u> |
| | <u>63,530</u> | <u>101,261</u> |

10 Lease liabilities

Current

| | | |
|--------------------------------------|--------------|--------------|
| Lease liability - right of use asset | <u>2,963</u> | <u>2,963</u> |
|--------------------------------------|--------------|--------------|

Current

| | | |
|--------------------------------------|--------------|--------------|
| Lease liability - right of use asset | <u>955</u> | <u>5,346</u> |
| Total lease liabilities | <u>3,918</u> | <u>-</u> |

The company adopted AASB116 - Leases during the year. They therefore recognised the abovementioned right of use assets in their balance sheet in the current financials year.

| | | |
|---|--------|-------|
| Short-term leases not recognised as liabilities | 10,578 | 4,974 |
| Discount rate used in calculating liabilities | 5% | 5% |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| 11 Employee Leave Entitlements | 2021 | 2020 |
|--|----------------|---------------|
| Current | | |
| Annual leave | 7,195 | 14,155 |
| Total employee leave entitlements | <u>7,195</u> | <u>14,155</u> |
| 12 Cash Flow Information | | |
| Reconciliation of Cash Flow from | | |
| Surplus/(Deficit) | 35,149 | 28,458 |
| Non-cash flows in Surplus/(Deficit) | | |
| Depreciation and Amortisation | 45,205 | 49,997 |
| Loss on Disposal of Asset | - | - |
| Changes in assets and liabilities, net of | | |
| (Increase) Decrease in receivables | 43,220 | (10,276) |
| (Increase) Decrease in inventory | - | (6,806) |
| (Increase) Decrease in other assets | (47,283) | (2,566) |
| Increase (Decrease) in trade and other creditors | (37,731) | (57,495) |
| Increase (Decrease) in employee leave entitlements | <u>(6,960)</u> | <u>11,737</u> |
| | (48,754) | (65,406) |
| Cash flows from operations | <u>31,600</u> | <u>13,049</u> |

11 Remuneration of Directors

Except as disclosed below, the directors of the company perform their duties on an honorary basis and do not receive a remuneration for services rendered to the company in their capacity as directors.

During the year, a Director was employed by the company in a Financial Management role, for which he was remunerated as follows:

| | | |
|-----------------------|--------------|--------------|
| Director Remuneration | <u>2,535</u> | <u>4,995</u> |
|-----------------------|--------------|--------------|

12 Events After Balance Date

There were no subsequent events identified that required adjustment to or disclosure in these financial statements.

TDO LIMITED
A.B.N. 30 616 158 822

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

13 Company Details

The registered office of the company is:
Orange Railway Station, 150 Peisley Street
ORANGE NSW 2800

The principal place of business of the company is:
Orange Railway Station, 150 Peisley Street
ORANGE NSW 2800

TDO LIMITED
A.B.N. 30 616 158 822

DIRECTORS' DECLARATION

The directors have determined that the company is not a reporting entity and that this general purpose financial report has been prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the company declare that:

1. The financial statements and notes, as set out on pages 5 to 19 are in accordance with the *Corporations Act 2001*:
 - a) comply with Australian Accounting Standards applicable to the company; and
 - b) give a true and fair view of the financial position as at 30 June 2021 and of the performance for the year ended on that date in accordance with the accounting policy described in Note 1 of the financial statements of the company.
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director:_____.

Director:_____.

Dated this day of 2021

**INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF TDO LIMITED
A.B.N. 30 616 158 822**

Opinion

We have audited the financial report of TDO Limited (the Company), which comprises the statement of financial position as at 30 June 2021, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial report, including a summary of significant accounting policies, and the directors' declaration.

In our opinion:

the accompanying financial report of TDO Limited, is in accordance with the Corporations Act 2001, including:

- a. giving a true and fair view of the company's financial position as at 30 June 2021 and of its performance for the year ended on that date; and
- b. complying with Australian Accounting Standards and the Corporations Regulations 2001.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of TDO Limited, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 of the financial report, which describes the basis of accounting. The financial report has been prepared to assist TDO Limited to meet the requirements of the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose.

Other information

The directors are responsible for the other information. The other information comprises the information in the Company's annual report for the year ended 30 June 2021, but does not include the financial report and the auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Directors' Responsibilities for the Financial Report

The directors of the company are responsible for the preparation of the financial report and have determined that the accounting policies described in Note 1 to the financial report, are appropriate to meet the requirements of the *Corporations Act 2001* and are appropriate to meet the needs of the members. The directors' responsibility also includes such internal controls as the directors determine necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibility

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the Financial Report is located at the Auditing and Assurance Standards Board website at:

http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf. This description forms part of our Auditor's Report.

Name of Firm: PMW Audit
Chartered Accountants

Audit Partner: _____
Graham Spalding CA

Address: 65 Hill Street
Orange NSW 2800

Dated this day of 2021