

# Orange360



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**Annual Report**

2025

# Acknowledgement of Country

The Orange Region is made up of the Orange City, Blayney Shire and Cabonne council areas and sits within the traditional lands of the Wiradjuri Nation.

We acknowledge the traditional custodianship of these lands and pay our respect to the Wiradjuri people for their care and stewardship of these lands for more than 40,000 years and to the Elders of the Wiradjuri Nation past, present and future.



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# Letter from the Chair



I write this letter as the Orange Region bathes in the spring sunshine and celebrates the annual Wine Festival. The gardens of region will be showcased over the next couple of weekends and visitors are venturing out to villages, restaurants, bars, shops, events and wineries to enjoy the best of our Region.

## Funding

As flagged in last year's annual report, we have been working towards four year funding agreements with the stakeholder Councils from mid-2026. We have attended workshops with the Councils along with Destination Central West NSW to brief incoming Councillors on our organisation and our objectives. We are looking forward to our "Charting the Future of Orange360" Forum in late November, which will bring together all Councillors from Blayney Shire, Cabonne and Orange City Council in anticipation of the new funding agreements being finalised in early 2026.

## Board and Governance

The Board continues to renew its membership. Jeremy Norris was elected as a Director at the 2024 AGM and has brought his renowned brand development experience to our Marketing Think Tank. Cr Craig Gosewich replaced Michelle Pryse-Jones as the Blayney Shire Council nominee in January 2025. Michelle took particular interest in the governance and people processes of the organisation and on behalf of the Board and our long-serving Company Secretary, Justine Byrne, I thank Michelle for her contribution to the Board.

Following the September 2024 local government elections, Cr Tony Mileto was elected as Mayor of Orange City Council and replaced Cr Jason Hamling on the Board. Jason provided great insights to the Board both as a local government leader and industry participant and I thank him for his support of Orange360.

Since the end of the reporting period, David Waddell retired from his role as CEO of Orange City Council and stepped down from our Board. David challenged and supported the organisation in equal measures and greatly contributed to

the improvements of Board processes along with inspiring the establishment of the Marketing Think Tank. Thank you, David, for your commitment to the success of Orange360.

In line with the renewed strategy to focus on our core purpose, the organisation has outsourced the financial management function this year. The Board has chosen to engage Director David Hoskins, to provide oversight of financial performance as Treasurer. David is remunerated for this additional time.

Special thanks to the members of the Marketing Think Tank, James Robson, Amy Van de Ven, David Cumming and Jeremy Norris for the additional time commitment to support Orange360. Thank you also to Victoria Spurway who provided invaluable support to the Board as Secretariat during the year.

## Organisation

The start of the 2025 calendar year marked the shift to a new office premises amidst the business hub on Lords Place in Orange. The new office has significantly improved amenity for our staff and enhanced our value proposition for prospective staff. We look forward to welcoming two new staff members for 2026 who will build on the great work to date led by our General Manager, Ned Sweetapple. It is encouraging to see that we continue to attract high quality candidates to our organisation and to see our people develop in their careers during their time with us.

A comprehensive '360' review of performance over the last 2.5 years found that our General Manager, Ned Sweetapple, is well-respected and considered a strategic and creative leader of Orange360. She has identified opportunities to bring structure to the management of the organisation and responsibly manages our scarce resources. Following the review, the Board resolved to extend Ned's employment contract for up to 4 years from December 2025.

Finally, my thanks goes to all our members who support our unified and connected approach to marketing of the Orange Region. There is strength in working together to bring visitors to our Region and enjoy what we experience and love every day.

Stef Loader  
Chair TDO Ltd, Board of Orange360

# Executive Summary 2025

Orange360's vision is to position the Orange Region as a leading Australian destination, driving sustainable tourism growth and economic prosperity through strategic marketing and event support.

In 2025, our focus was on maximizing the impact of our marketing budget by investing in fit-for-purpose media channels and communication tools that enhance efficiency and influence visitor behaviour. Destination marketing campaigns, festival promotion, and ongoing industry development have amplified Orange360's visibility, attracted visitors year-round, and reinforced our position as a premier regional destination.

## Visitation Highlights

For the year ending June 2025, the Orange Region welcomed:

- 1.37 million visitors
- 1.91 million visitor nights
- \$612 million total spend

### Breakdown:

- **Domestic Overnight:** 674,000 visitors, \$440M spend
- **Domestic Day:** 688,000 visitors, \$150M spend
- **International Overnight:** 7,200 visitors, \$22M spend

Occupancy rates improved nearly 9% vs 2024, with August recording the highest rate since 2020, reflecting strong demand and regional growth.

## Destination Marketing & Brand

Orange360's brand unifies tourism marketing across Orange City, Cabonne, and Blayney Shire Councils under one identity, anchored by five pillars: People, Place, Produce, Experiences, and Connection.

Our brand narrative, Enjoy the Now, positions the Orange Region as the ideal escape for authentic experiences, nature, and genuine human connection.

Orange360 delivered strong results through an integrated approach combining a refreshed website, high-impact campaigns, and enhanced social and email marketing.

EUROrange Summer 2024–25 campaign, "Your Euro-style holiday, right here, in Orange," achieved exceptional engagement:

- Instagram reach up 168% (100.7K users), 3.2K interactions, 1,000 link clicks
- Campaign page views: 5K

EUROrange reinforced Enjoy the Now, driving awareness and conversion. Orange360\_allyearround Instagram profile visits over the 90-day period, increased 12.6% compared to the same period last year, reaching 4.4k unique profile visits

Performance metrics outside of campaign periods were also strong, across the year.

## Website Performance

- New site launched January 2025
- Sydney users are up 18% (117K); Orange up 20.8%
- Organic search drove 50.8% of sessions, with branded queries up 967%

## Social Media Growth

- **Facebook:** Reach up 31.9% (541.6K), visits up 8.5%
- **Instagram:** Reach up 60.9% (267.3K), 3.2K new followers, currently 19.1K

## Email Marketing

- 2,081 new subscribers, 109,243 emails sent, 20.5% open rate

## Membership

Membership remains strong with 263 members across the three LGAs and 27 new members since October 2024. Engagement increased through three major forums and networking events. Digital marketing support and product development workshops boosted cellar door listings under Tours & Experiences, while HubSpot improved CRM and member engagement.

## Events

Orange360 continues to play a pivotal role in supporting and producing regional events that drive visitation and strengthen the region's identity.

- **Flagship festivals:** FOOD Week, Orange Wine Festival
- **Fire Festival:** Ticket sales up 34%, 15–25% of attendees from outside the region
- **Newmont Orange360 Regional Event Fund:** \$120,000 distributed across three LGAs to support music, wine, arts, and community events

The provision of event production services continues to enhance the region's capacity for high-quality, distinctive events.

## Acknowledgment

We sincerely thank our members for their ongoing support and exceptional visitor experiences, and our funding partners Orange City Council, Cabonne Shire Council, and Blayney Shire Council for making Orange360 possible. Special thanks to our dedicated team, TDO Ltd Board of Directors, and Chair Stef Loader for their leadership and commitment. Together, we share a passion for showcasing the unique qualities of the Orange Region and driving tourism growth in this remarkable destination.

# Orange360 Strategic Plan

The Board of Directors of TDO Ltd approved and adopted the renewed Strategic Plan for Orange360 in June 2024.

## Our Vision

For the Orange Region to become a prominent Australian destination of choice for visitors and travellers.

## Our Mission

To drive sustainable tourism growth, enhance visitor experiences, and promote economic prosperity in the Orange Region through innovative destination marketing, industry development, and advocacy. We are committed to fostering regional growth, attracting increased visitation, and showcasing the unique offerings of our vibrant region.

## Our Values

Orange360 demonstrates our core values through our behaviour, function, and operation.

- We are responsive and versatile.
- Collaboration and teamwork are key to our success.
- We are committed to making a difference for our customers, members, the industry and stakeholders.
- Integrity and transparency in our actions and outcomes are at the core of our business.

## Our Focus

To promote the Orange Region as a visitor destination.

## Five Strategic Priorities

1. Develop the identity and brand of “The Orange Region” as a destination of choice.
2. Creating effective marketing strategies and activations to drive recognition and visitation to the Region.
3. Activate and promote the growth and success of in-region festivals and events.
4. Drive membership engagement and support visitor experience and product development.
5. Align and connect the regional tourism industry, local government, state government and industry agencies to achieve sustainable and longer-term growth of the region and the visitor economy.

## Strategic Objectives

### Grow the value of the visitor economy

- increase in visitor numbers.
- increase visitor spend.
- increase visitor length of stay.
- encourage visitation dispersal across the region.

### Create visitor ready and unified industry

- increase industry engagement, communication, and collaboration.
- improve in product and customer experience.

### Connect industry, funding partners and all levels government

- retain and increase industry members.
- build stakeholder partnerships and industry relationships.
- pursue funding opportunities.

### Support and promote regional events that strengthen the regions appeal and attraction

- build sector capacity and prosperity.
- improve in product and customer experience.
- pursue funding opportunities.

### Enhance the region's ability to attract external events, sporting tournaments and business events at scale

- increase industry engagement and regional partnerships.
- improve in product and customer experience.
- seek opportunities for promotion and collaboration.

# Our Campaign Messaging



# ENJOY THE NOW

'Enjoy the now' embodies the spirit of disconnecting, searching for adventure, immersing oneself in the beauty of nature, and savouring the small moments that become cherished memories. From the awe-inspiring open countryside to the warm embrace of a close-knit community, our goal is to position orange as the ideal country escape where you can focus on what really matters: genuine human connection.

# Stakeholders and Industry Partners

TDO Limited (TDO Ltd) trading as Orange360 is an independent not for profit organisation with the primary purpose of developing tourism-focussed strategic destination marketing for strategic economic and community benefits to the local government areas of Cabonne, Blayney and Orange Councils. Since its inception in 2018, Orange360 has been and continues to be funded primarily by a collaborative agreement between TDO Ltd (T/A Orange360) and each of Orange City Council, Blayney Shire Council and Cabonne Shire Council.

Tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, cultural & recreational services. The tourism industry sector services the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.\*\*

\*\*Source: Australian Bureau of Statistics National Accounts Tourism Satellite Account.

## Blayney Shire Council



Home to 7,767 people, Blayney Shire supports 3,133 jobs and has an annual

economic output of \$2,404 billion\*. Blayney's Gross Regional Product (GRP) is estimated at \$876.913 million. Key industries include Mining, Manufacturing, Agriculture, Construction, Education & Training.

The Blayney Shire is located adjacent to the Mid-Western Highway and the Main Western railway line and is centred on the town of Blayney (population 3,500) as well as the historic villages of Barry, Carcoar, Lyndhurst, Mandurama, Millthorpe, Neville and Newbridge.

Within Blayney Shire, tourism supports an estimated 128 jobs, which is 4.1% of total employment. The largest sub-sector in Blayney is Accommodation & Food Services with 84 jobs supported by tourists' expenditure.

## Cabonne Council



Home to 13,897 people, Cabonne Shire supports 4,419 jobs and has an annual economic output of

\$2,699 billion. Key industries include Agriculture, Forestry and Fishing, Manufacturing and Mining. Cabonne's Gross Regional Product (GRP) is estimated at \$1.123 billion.

The Shire is located adjacent to the Mitchell Highway and partly surrounding the City of Orange. Cabonne, includes the towns of Canowindra and Molong, and the historic villages of Borenore, Cargo, Cudal, Cumnock, Eugowra, Manildra, Mullion Creek, Nashdale and Yeoval.

In Cabonne, tourism supports an estimated 175 jobs, which is 4% of total employment. Tourism output is estimated at \$44.046 million, which is 1.6% of total output\*. The largest sub-sector in Cabonne is Accommodation & Food Services with tourist's expenditure supporting \$14.289 million

## Orange City Council



Home to 44,610 people, Orange supports 23,765 jobs and has an annual economic output of \$10.331 billion. Key industries Healthcare and Social assistance, Education, Retail Trade, Tourism, Public administration, Manufacturing and construction.

The Orange Local Government Area is 290 sq. kms and includes the city of Orange as well as the historic villages of Lucknow, Spring Hill and Byng.

In Orange, tourism supports an estimated 1,375 jobs, which is 5.8% of total employment. Output from Tourism is estimated at \$278.498 million, which is 2.7% of total output. The largest sub-sector in Orange is Accommodation & Food Services with tourist expenditure supporting \$131.477 million and 890 jobs within this sub-sector.

\*SOURCE; REMPLAN economy profile

## Industry and Community Partners



# TDO Limited Directors



**Cr Kevin Beatty, Mayor**  
Cabonne Councillor  
*Director since 2019*



**Justin Byrne**  
Owner, Strawhouse Wines  
*Company Secretary*



**Cr Craig Gosewisch**  
Blayney Shire Councillor  
*Director since January 2025*



**James Robson**  
Business owner, Ross Hill Wines  
*Director since 2023*



**Cr Tony Mileto**  
Mayor of Orange City Council  
*Director since November 2025*



**David Hoskins**  
Business Owner, Brangayne  
*Director since 2017*



**Jeremy Norris**  
Owner Byng Street Group  
*Director since November 2025*



**David Cumming**  
Business owner, The Lane Cellars / Define  
Wine Marketing  
*Director since 2023*



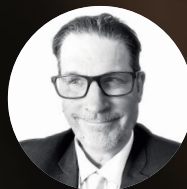
**Stefanie Loader**  
Managing Director SeL Consulting Pty Ltd  
*Director since 2019*



**Cr Gerald Power**  
Orange City Councillor  
*Director since 2022*

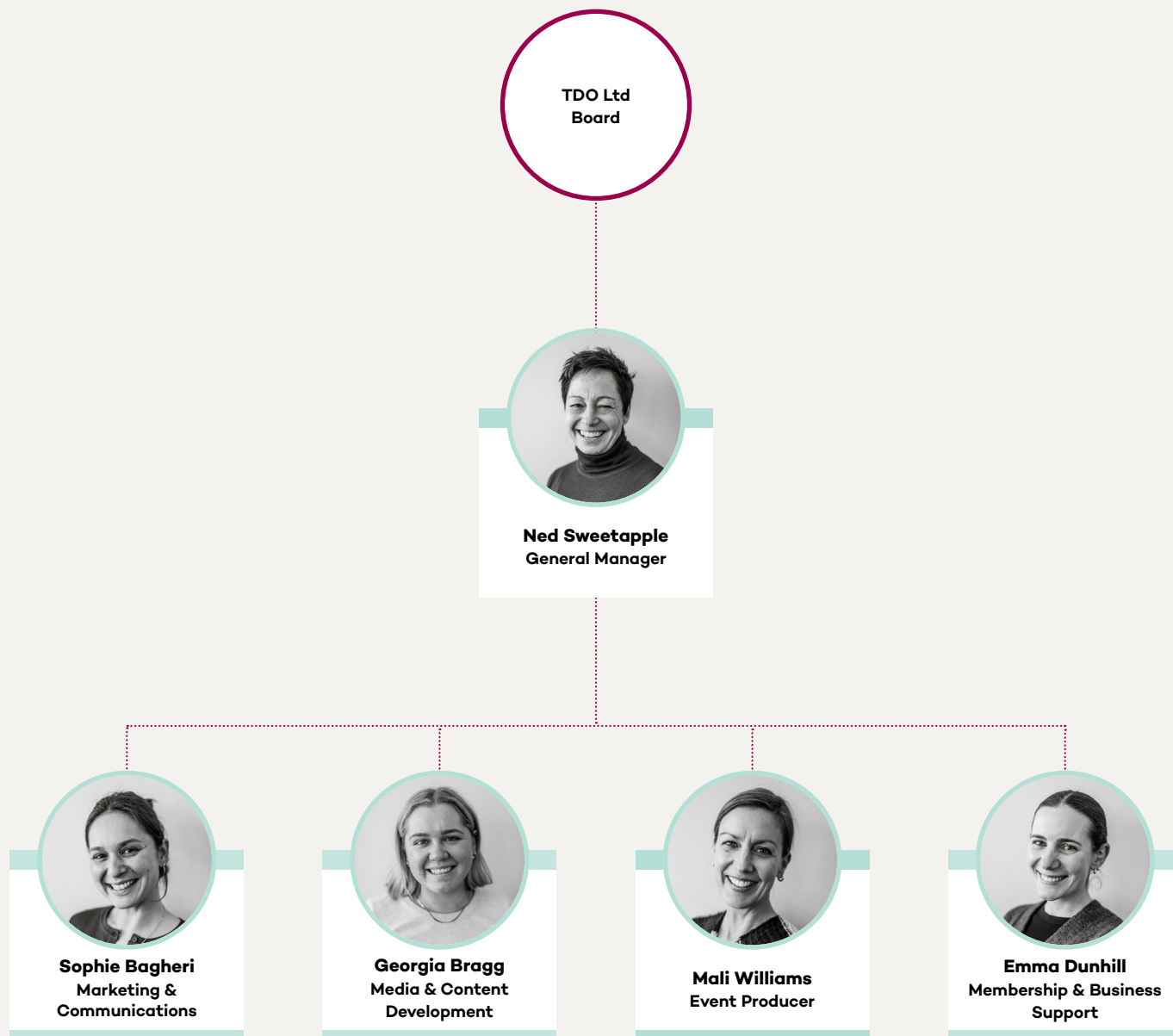


**Amy Van De Ven**  
Owner, Quest Orange  
*Director since 2023*



**David Waddell**  
Orange City Council CEO  
*Director since 2019*

# Orange360 Organisational Structure



# Orange360 Membership

## Strategic Priorities

Orange360's strategic priority through its membership base is to foster alignment and a unified approach that drives sustainable, long-term growth for both the region and the visitor economy. Through targeted membership services and activations, Orange360 aims to strengthen member engagement, support product development, enhance the visitor experience, and elevate the Orange Region's appeal as a leading travel destination.

Education and continuous learning are central to achieving these outcomes. Our focus remains on providing valuable opportunities for members through forums and workshops that support:

- Skills development and training to enhance business capabilities
- Data sharing, research, and insights into tourism trends
- Improving product offerings and marketing effectiveness to remain competitive
- Networking and collaboration to foster partnerships and growth

The Orange360 membership structure is essential for cultivating a vibrant and interconnected tourism industry—one that collectively defines and showcases the unique essence of the Orange Region.

## Value

Orange360 aims to strengthen member engagement by fostering cross-sector networks, delivering valuable information and educational opportunities, and aligning regional objectives with local and state government strategies.

Orange360 members have access to a single brand marketing platform and brand that unites the region's tourism industry and amplifies our market presence, driving greater visibility for the region.

Members benefit from an expanded network of like-minded operators who are innovative, knowledgeable, and passionate about their sector of expertise. This network fosters collaboration and provides valuable opportunities for knowledge exchange, support in product development, and shared marketing efforts.

Orange360 members have access to educational resources, training, and industry insights allowing them to stay ahead of trends, effectively market their brand within the umbrella brand of the Region, and enhance their bookable product offerings. By being part of a dynamic and well-connected community, members benefit from marketing support and can leverage the strength of a unified regional brand to grow their businesses and contribute to the overall success of the Orange Region.

## Membership Delivery & Engagement

Orange360's membership continues to grow in both engagement and quality, reflecting the relevance and value of our offering. This year, we've seen encouraging momentum across our member base.

### Member Forums & Networking

We hosted three well-attended member forums in 2025:

- March – Marketing Road Map
- June – Driving Events that Drive the Visitor Economy
- October – Business Events Industry- Opportunities in Regional NSW

Satellite networking events in Molong, Carcoar, Millthorpe, and Canowindra provided further opportunities for members to connect, collaborate, and share insights.



# Membership Benefits

Orange360 connects members of the tourism industry under a unified regional brand, amplifying visibility and impact through collective marketing. All Orange360 members receive:

- Access to list businesses, experiences, and events on Orange360.com.au via ATDW
- Invitations to Orange360 events, workshops, and forums
- Weekly Industry Newsletters
- The opportunity to host events within the festival program

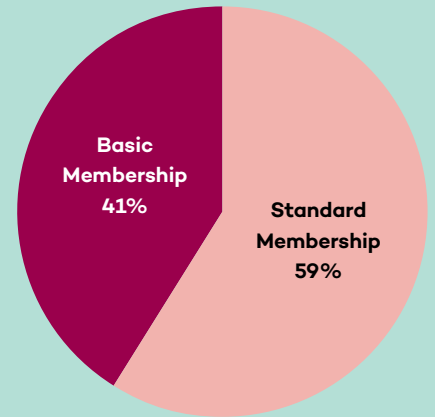
Standard Members enjoy additional benefits, including:

- Enhanced marketing opportunities and collaborative activations
- Additional premium and supplementary listings
- Media visits and PR exposure and participation in out-of-region promotions

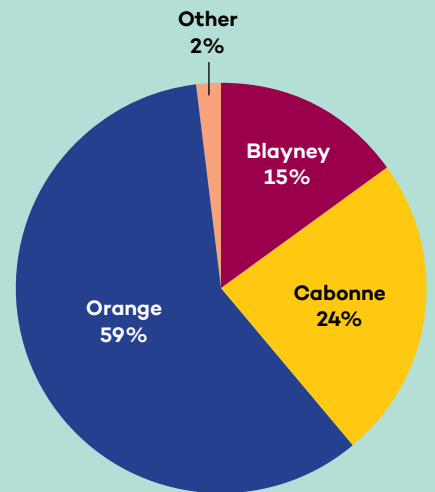
The implementation of HubSpot, sales and CRM system has provided improved tracking and pipeline management for membership monitoring and communications. As of June, Orange360's membership base remains steady, with a total of 263 members across all sectors and the three LGAs of the Orange Region. Memberships fluctuate throughout the year with new members and businesses retiring or relinquishing memberships. Since October 2024, 27 new members joined Orange360.

\*Figures do not count individual Council assets and venues as separate memberships

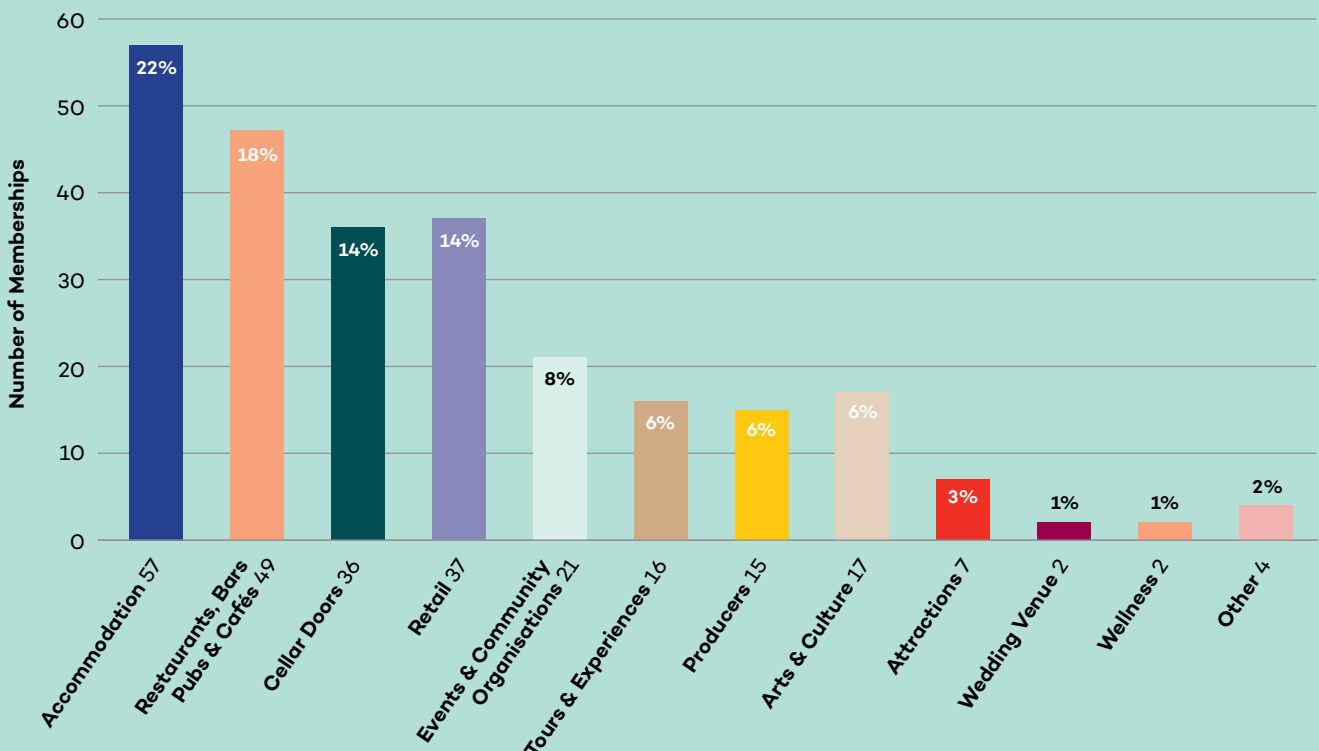
## Membership per Tier



## Membership Represented per LGA



## Memberships by Sector



# Event Production & Festival Support

## Purpose

Orange360's core focus is to promote the Orange Region as a premier visitor destination. By supporting and promoting regional events and festivals, Orange360 enhances awareness and appeal, drives consumer engagement, and contributes to sector capacity and economic prosperity.

Aligned with the Destination NSW Strategy and the Orange Region Destination Management Plan, Orange360 plays an active role in activating and promoting the growth and success of local festivals and events.

Providing event production services and strategic support for regional events enables Orange360 to showcase the region's strengths and deliver on its organisational priorities.

The organisation maintains close alignment with flagship festivals such as FOOD Week and the Orange Wine Festival and leads programming for the annual Fire Festival, a growing event that celebrates arts and culture in the region.

Through event activation and support, Orange360 aims to:

- Drive recognition of events and increase visitation to the region.
- Encourage the ongoing development and success of regional festivals.
- Showcase the region and strengthen its identity and brand.
- Foster industry and community engagement.

New and emerging events are further supported through the Newmont Orange360 Regional Event Fund, a key source of funding that facilitates the establishment and growth of events with significant impact on the visitor economy.

## Value

Events and festivals are a powerful driver of visitation and a key contributor to the region's tourism and visitor economy. Signature events such as FOOD Week, the Orange Wine Festival, and the Fire Festival each align with core destination pillars, attracting visitors and enhancing the region's visibility among target audiences.

Orange360 plays a central role in supporting the development and delivery of regional events through its Event Production services. These services help build the region's capacity to host distinctive, high-quality events that showcase local strengths and deliver memorable visitor experiences. The Event Producer role, funded through fee-for-service agreements with major events, adds strategic value by complementing Orange360's marketing efforts and providing direct industry support.

Orange360's event management expertise also underpins the Newmont Orange360 Regional Event Fund, which continues to support both emerging and established events across the region. In 2025, the fund allocated \$120,000 from the Cadia Legacy Fund, with grants distributed across the three LGAs:

**Orange LGA** (\$50,000): Orange Chamber Music Festival, Central West Festival of Bridge, Banksia Wedding Showcase, Orange Wine Festival

**Cabonne LGA** (\$45,000): Welcome to Canowindra Street Party, Goodness Gravel Orange, Central West Disc Golf

**Blayney LGA** (\$20,000): River Yarn Festival, Newbridge Winter Solstice

In partnership with Newmont, Orange360 also engaged the Australian Centre for Regional Events to deliver a regional workshop for event organisers in 2024. The "Events Boot Camp" attracted over 30 attendees, and a follow-up workshop in 2025 will focus on event content and marketing—reinforcing Orange360's commitment to industry development.

Orange360 currently leads the programming and promotion of the Fire Festival, which continues to grow in recognition through its arts and cultural focus. In 2025, the festival saw a 34% increase in ticket sales, with 15–25% of attendees visiting from outside the region, primarily Sydney. According to Localis, August occupancy across the Orange Region reached 45%, outperforming the same month in 2024 and 2023.

Through its integrated approach to event production, marketing alignment, and industry support, Orange360 strengthens the region's events landscape, drives economic development, and contributes to sustained growth in visitation.

# Delivery



Fire Festival, August 2025



Chamber Music Festival, March 2025



FOOD Week Sampson Street Lunch, March 2025



Rainbow Festival, March 2025



GoodnessGravel, March 2025



Wine Festival, October 2025

# Orange Region Fire Festival

1-10 August 2025

The **Orange Region Fire Festival** has evolved from a small local event into a vibrant regional celebration of art, culture, creativity, and performance. Curated and supported by Orange360, the festival aligns with key regional tourism pillars particularly arts, culture, and performance and plays a vital role in nurturing creative talent across the Orange, Blayney, and Cabonne LGAs.

The Fire Festival is a celebration of fire and light, warmth and mystique, and immersive storytelling. It is a destination event that showcases the region's cultural strengths, drawing visitors while supporting local artists and performers.

The 2025 program features a dynamic blend of art, theatre, live music, exhibitions, workshops, food and wine events, and creative installations offering a platform for local talent and positioning the festival as a future flagship regional arts event.


The festival aligns Orange Region DMP and the event development is guided by the key themes:

- Reinforce and strengthen Orange Regional brand through placemaking
- Build strong tourism Events and festival brand
- Showcase and celebrate local creativity
- Deliver high quality, contemporary, authentic Orange Region experiences

## FIRE FESTIVAL ORANGE REGION NSW



2025 Fire Festival Program



### ALL FESTIVAL

**ROS AULD CERAMICS EXHIBITION – INSIGHT FIGURE AND LANDSCAPE** [READ MORE](#)  
One of our region's most accomplished artists, Ros Auld, presents a new series of works that explores the relationship between the figure and the landscape. Full exhibition open from 21 June - 24 August  
1-10 AUGUST | Orange Regional Gallery | Free

**MINI SERIES ART PRIZE 2025 EXHIBITION, CORNER STORE GALLERY** [READ MORE](#)  
An exhibition featuring artists across Australia who entered artworks into the Mini Series Art Prize 2025.  
6-17 AUGUST | Corner Store Gallery | Free

**EARTH & FIRE STUDIO 5 DAY POTTERY WORKSHOP BY JUDE KEOGH** [BOOK NOW](#)  
Explore the skill of wheel thrown pottery in this 5 day workshop and come away with your very own hand-made piece of pottery.  
2-6 AUGUST | Earth and Fire Pottery Studio, Molong | \$600pp

### FRIDAY 1 AUGUST

**OPENING NIGHT: MILLTHORPE FIRE FAIR** [BOOK NOW](#)  
Sample delights from local food producers, wineries, brewers and local businesses on the main street of Millthorpe. Cozy up by one of the many fire pits lining the street, with live music and marshmallow roasting.  
Pym Street, Millthorpe 5pm-9pm | Adults \$15 Kids entry by gold coin

**READERS AND WRITERS FESTIVAL WORKSHOP: COMMERCIAL FICTION – WHAT, WHY, HOW?** [BOOK NOW](#)  
Hosted by acclaimed writer, Kelly Rimmer, this workshop helps participants understand the unique joys and challenges of writing and seeking publication for commercial fiction works.  
The Hotel Canobolas | 10am - 1pm | \$50pp

**STERLING SILVER EARRING & PENDANT MAKING WORKSHOP** [BOOK NOW](#)  
Six-hour Sterling Silver Earring and/or pendant making workshop, includes lunch and a Heifer Station wine tasting and shared grazing platter.  
Heifer Station | 10am-4.00pm | \$350pp

**ORIANA FIRESIDE FEAST** [BOOK NOW](#)  
Enjoy comforting, fire-cooked creations from our woodfire kitchen, paired with warming mulled wine and crafted winter cocktails from the Martini Bar.  
The Oriana | 5pm-9pm | \$20pp

Orange Region Fire Festival | 1 - 10 August 2025 | Page 1

# Destination Marketing

## Purpose

Orange360's mission is to drive sustainable tourism growth, enhance visitor experiences, and promote economic prosperity in the Orange Region through innovative destination marketing, industry development, and advocacy.

Orange360's core focus is to position the Orange Region as a destination of choice by:

1. Developing a strong regional identity and brand.
2. Creating effective marketing strategies and activations to drive recognition and visitation.
3. Supporting the growth, products, experience and success of local festivals and events.

Destination marketing campaigns aim to increase awareness and renew interest in the region, drive appeal and consideration among travellers, and boost visitation across towns and villages.

These efforts also seek to extend length of stay, increase visitor spend, and encourage advocacy from both visitors and residents, building loyalty and repeat visitation.

## Value

Investing in brand marketing and advertising is essential to activating tourism for the Orange Region. Creative campaigns build regional identity, raise awareness, and drive visitation by positioning Orange as a destination of choice across paid, earned, owned, and shared media.

Whether seasonal, event-driven, or always-on, advertising amplifies reach, attracts new audiences, and reinforces the region's appeal. When aligned with storytelling, digital engagement, and media partnerships, these efforts not only promote tourism but also support long-term economic growth and community wellbeing.

Orange360 uses an integrated mix of media and marketing channels to promote the region, support local operators, and achieve strategic goals, from brand development to increasing visitation and economic impact.

Performance insights from Orange360's owned channels also help track audience behaviour, content appeal, and engagement with the Orange Region brand.



# Our Brand

**Orange360**, the brand was developed to unify the tourism marketing efforts of Orange City, Cabonne, and Blayney Shire Councils, along with local operators, under a single, cohesive identity, The Orange Region.

Our brand celebrates the region's rich diversity and the unique experiences available throughout the changing seasons, positioning the Orange Region as a destination with year-round appeal.

The Orange360 brand is anchored by five key characteristics that reflect the essence of the region.

**People** are at the heart of the brand, celebrating the growers, makers, and storytellers who shape the Orange Region's identity.

**Place** highlights the natural landscapes, farmlands and vineyards, charming towns, and the unique character of the Orange Region.

**Produce** showcases the region's renowned food, wine, produce and artisanal goods, reinforcing our reputation as a premium destination for culinary experiences.

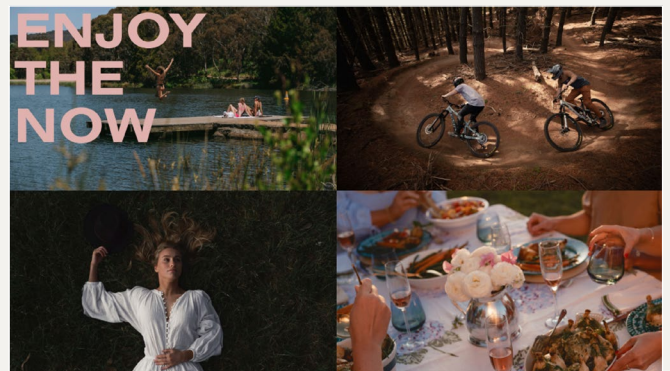
**Experiences** that capture the vibrant events, highly regarded hospitality, and immersive tourism offerings that invite visitors to come, explore and return.

**Connection** represents the collaborative spirit among local operators and communities, fostering unity and shared growth across the region.

# Brand Messaging

**ENJOY THE NOW** is the consistent, overarching narrative that defines the identity and values of the Orange Region. This messaging is present through all communications and marketing activations and longer term, builds recognition, trust, and an emotional connection between our customers and the region.

**ENJOY THE NOW** embodies the spirit of disconnecting, searching for adventure, immersing oneself in the beauty of nature, and savouring the small moments that become cherished memories. From the awe-inspiring open countryside to the warm embrace of a great meal and experiences to remember, our goal is to position The Orange Region as the ideal escape where visitors can focus on what really matters: genuine human connection.



# Destination | Experience Pillars

Orange360's experience pillars like food and wine, nature and outdoors, arts, heritage, and culture define the region's unique identity by showcasing what makes it special and worth visiting.

Defining experience pillars of the region, provides clear themes for seasonal campaigns, storytelling, and content, helping us deliver focused and engaging marketing.

Experience pillars support the brand by turning broad brand characteristics (like Produce, Place, and Experience) into real, tangible visitor experiences.

By segmenting the region's appeal, these pillars help tailor messaging to specific audiences such as food lovers, adventurers, or culture seekers, boosting engagement and conversion.

Recognised pillars of the region, fosters collaboration across councils, operators, and businesses, guiding product development and festival and event initiatives that strengthen the region's overall tourism offering.

**FOOD & WINE**

**NATURE & OUTDOORS**

**WELLNESS & RELAXATION**

**CULTURE & HERITAGE**

**ARTS & ENTERTAINMENT EVENTS**



The Orange Regions (Orange360) Experience Pillars

# Seasonal Campaigns

Seasonal campaigns are a critical lever in destination marketing strategy, enabling Orange360 to deliver timely, relevant, and high-impact messaging that complements the region's always-on brand presence.

While brand messaging builds long-term awareness and reinforces identity, seasonal campaigns activate specific experiences aligned with the time of year thus driving urgency, emotional resonance, and conversion.

Orange360's signature campaign for Summer 2024–25, **EUROorange**, was themed “Your Euro-style holiday, right here, in Orange.” The campaign positioned the Orange Region as a compelling summer getaway alternative, offering the charm and experience of a European-style holiday without the cost, hassle, or environmental impact of international travel or coastal peak season.

**EUROorange** was designed to achieve cut-through in a competitive market by engaging travellers, families, and individuals seeking meaningful summer escapes. The campaign's cheeky and emotionally resonant creative encouraged audiences to reconsider their summer plans and discover the Orange Region's seasonal appeal.

The concept and production by House of Groms was guided by Orange360 and our brand strategy and delivered through a mix of owned and paid digital channels, social media, PR, and strategic partnerships.

The campaign focused on storytelling and immersive regional experiences. **EUROorange** reinforced Orange360's brand messaging, *Enjoy the Now*, differentiating the region from competing destinations and inviting visitors to embrace the joy of simple moments, genuine connections, and memorable experiences.

Orange360's **EUROorange** campaign and marketing activation support the overall brand messaging aims to

- Increase the awareness of and interest in the Orange Region
- Drive appeal and consideration of the Orange Region for travellers
- Increase visitation to the Region and encourage exploration of the region's towns and villages and visitor experiences
- Increase length of stay and average spend

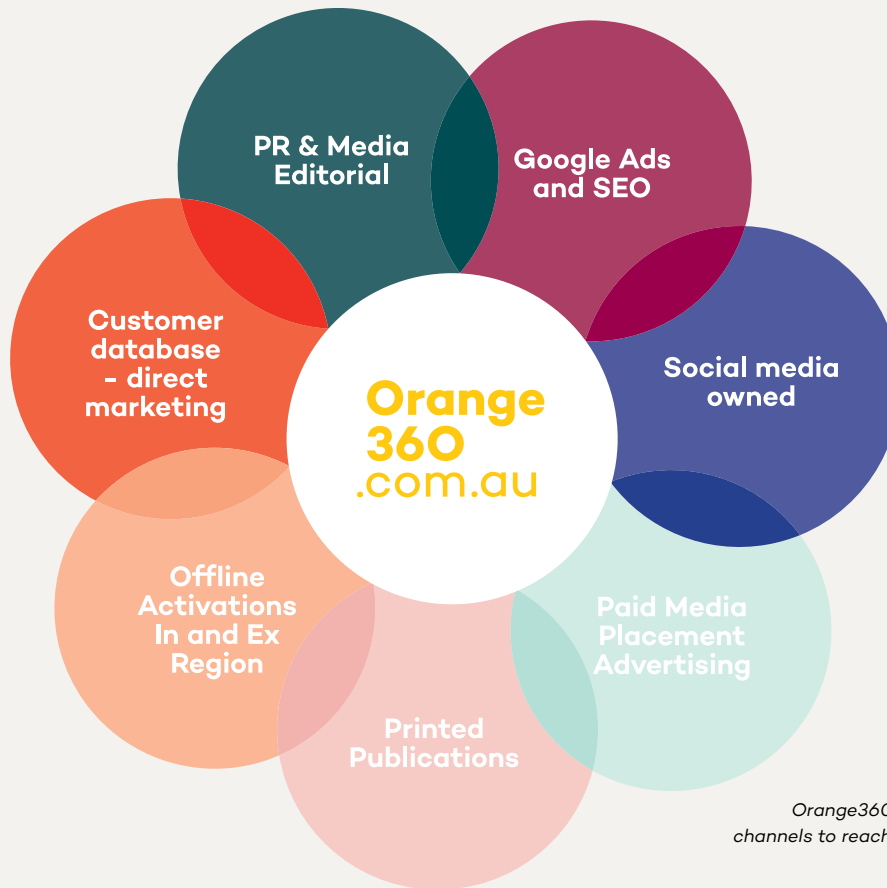


# EUROorange

# Delivering The Strategy

## Choosing the Right Marketing Channels

To drive sustainable tourism growth and promote the Orange Region as a destination of choice, Orange360 engages a diverse media mix that integrates both traditional and digital channels. These tools work together to amplify reach, drive engagement, and support strategic marketing activations.



*Orange360 utilises multiple marketing channels to reach potential visitors and drive traffic to the website*

## Measures of Success

To evaluate the effectiveness of Orange360's marketing campaigns and media strategy, we track performance across key channels and engagement touchpoints:

### 1. Website Performance - Orange360.com.au

Monitor traffic spikes, referral sources, page engagement, and conversion pathways on orange360.com.au to assess campaign impact and visitor interest.

### 2. Social Media Performance

Track audience growth, engagement rates, and the performance of value-led storytelling across platforms. Tailored content effectiveness is measured through reach, shares, and interactions.

### 3. Media, Editorial & PR

Evaluate editorial coverage, media mentions, and partnerships for earned media value. Assess paid media performance through impressions, click-through rates, and audience targeting success.

### 4. Direct Marketing Database Email

Measure email campaign engagement, including open rates, click-throughs, and subscriber growth. Monitor database health and quality of sign-ups. Media, editorial & PR

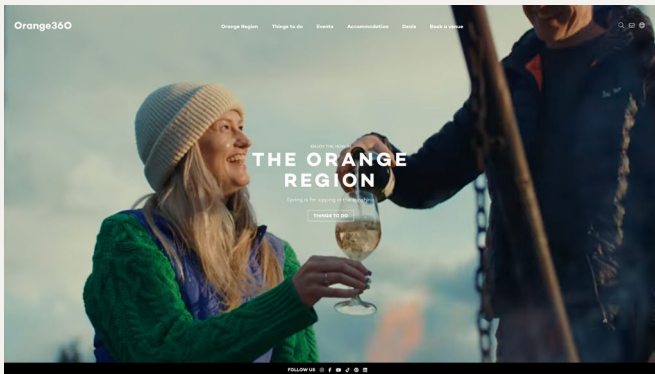
### 5. Event Marketing Impact

Track ticket sales, attendance, and post-event feedback via surveys to gauge campaign effectiveness and visitor satisfaction.

# 1. Website Performance - Orange360.com.au

Orange360.com.au is our main marketing tool for promoting the Orange Region. All our campaigns and marketing spend aim to bring people to the site so they can explore everything the region offers.

In January 2025, we launched a refreshed website. The new design gives the region a modern and welcoming online presence. It's easier to navigate, works better, and provides a more user-friendly experience. We also added new creative content, videos, and integrated the Australian Tourism Data Warehouse (ATDW), following best practices from leading tourism sites. These changes make the Orange Region more visible and appealing online, helping us showcase local products and experiences more effectively.



## Performance Summary

This year, we saw strong improvements in both audience quality and engagement. While overall visitor numbers grew, the bigger story is that people are spending more time on the site and interacting with more content—especially events and experiences. This shows our audience is not only growing but is more connected to our brand.

## Key Highlights

**Sydney:** 117,000 active users (up 18%) – Our main target market, and this growth confirms our strategy is working.

**Orange:** 4,900 active users (up 21%) – Strong local engagement builds trust and creates advocates who help spread the word.

**Other Markets:** Melbourne and Brisbane declined slightly, but these are smaller markets compared to Sydney, so our focus remains on high-impact regions.

Organic search traffic also surged, with branded and event-related searches up by as much as 967%. This means more people are actively looking for Orange360 and its events, showing strong brand awareness.

## Website Traffic

<b>New Users</b>	<b>Returning Users</b>
<b>192K</b>	<b>29K</b>
<b>↑ 6.0%</b>	<b>↑ 6.2%</b>
<b>on previous 12 months</b>	

## Engagement Depth

Beyond attracting visitors, we measure how deeply they interact with the site. Engagement depth shows whether users are simply landing on the homepage or actively exploring content and features. This is a strong indicator of interest, satisfaction, and likelihood to convert into actual visits.

## Key Metrics

<b>Sessions</b>	<b>Page Views</b>	<b>Event Count</b>
<b>261K</b>	<b>617K</b>	<b>1.8M</b>
<b>↑ 5.8%</b>	<b>↑ 10.8%</b>	<b>↑ 7.6%</b>
<b>More frequent visits, meaning users are returning and spending time on the site.</b>	<b>Users are exploring more pages per visit, showing curiosity and engagement.</b>	<b>Increased interaction with site features such as event listings and experiences.</b>

## Why This Matters

This uplift signals a more invested audience. Visitors aren't just arriving—they're navigating multiple pages and interacting with content. This behavior reflects:

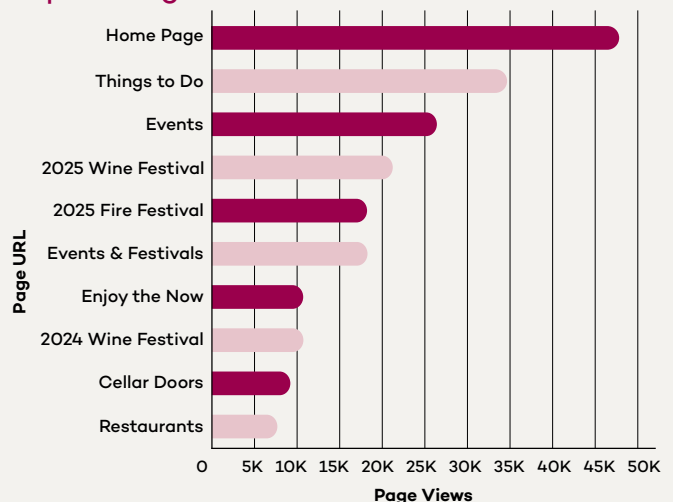
- Improved content relevance - we're giving people what they want.
- Stronger brand connection.
- Higher user satisfaction, which are critical for long-term loyalty and conversion.

## Audience Quality & Strategic Alignment

This year, our strategic focus was on growing local awareness (Orange Region) and strengthening our presence in our biggest key market and opportunity market (Sydney).

- **Local awareness** ensures that our brand is deeply embedded in the community, driving advocacy and repeat engagement. It also builds trust and relevance, which are critical for long-term sustainability.
- **Key markets** like Sydney represent the largest share of potential visitors and economic impact, so increasing our share of voice here directly supports growth objectives.

## Top 10 Pages



## Brand Uplift Indicators

### Organic Google Search clicks by Organic Google Search query

This uplift in engagement signals a **more invested audience**. Users are not only arriving but actively navigating through multiple pages and interacting with content. This behaviour reflects **improved content relevance, stronger brand resonance and higher user satisfaction**, which are critical for **long-term loyalty and conversion**.

Growth in branded and event-related search queries shows **strong brand awareness and intent-driven traffic**. This is a clear indicator of brand uplift and successful positioning.

Organic Google Search Query	Organic Google Search Clicks
orange 360	4.4K ↑ 417.2%
orange360	1.4K ↑ 388.8%
fire festival orange	876 ↑ 37.5%
orange wine festival	1.1K ↑ 159.6%
whats on in orange	986 ↑ 369.5%
things to do in orange	1K ↑ 967.0%
orange fire festival	743 ↑ 117.9%

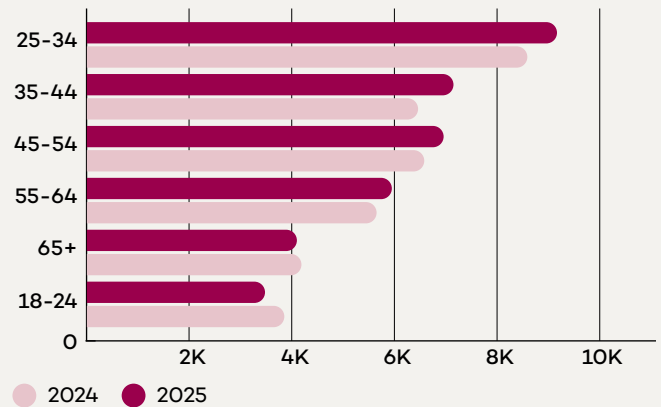
## Active Users by Gender

61.2%  
Female  
↑ 1.3%



38.8%  
Male  
↑ 6.7%

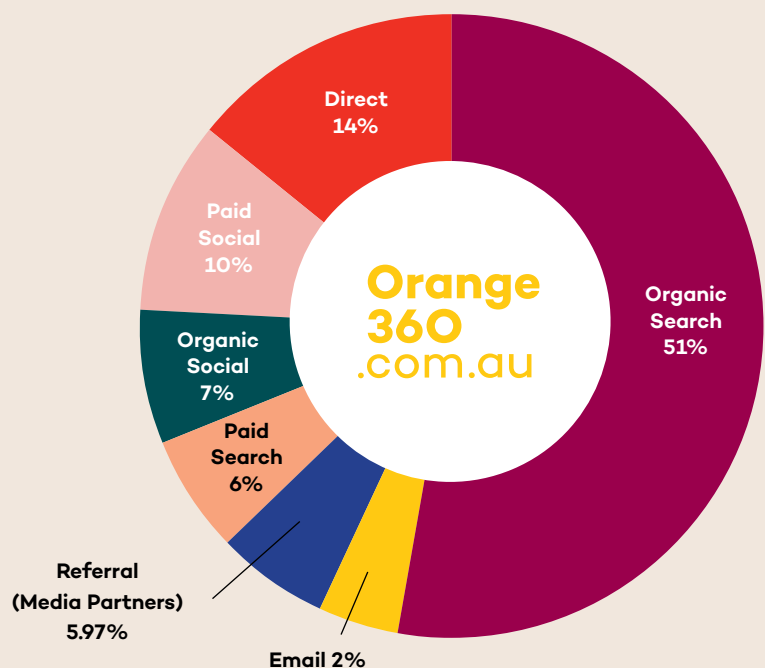
## Website Users by Age



- **Target segments (25–54)** grew across all groups, aligning with strategic goals. These demographics are more likely to engage with premium experiences and have higher spending power.
- **18–24 declined**, which is positive since this group is not our primary target market. This indicates our messaging is resonating with the intended audience.
- **65+ declined slightly**, while 55–64 remained stable, maintaining engagement among older but active users.
- **Overall:** The data confirms a successful realignment toward the 25–54 age range, reinforcing the effectiveness of targeted marketing and content strategies.

## Top Referrals to orange360.com.au

- **Organic Search** is the clear leader, accounting for over half of all sessions, reinforcing the importance of SEO and content strategy.
- **Direct traffic** is strong, signalling brand recognition and loyalty.
- **Paid Social** and **Organic Social** combined contribute ~17%, highlighting the role of social media in awareness and engagement.
- **Referral traffic from media partners** is a meaningful contributor, validating partnership strategies.
- **Email** is modest but essential for nurturing and retention.



## 2. Social Media Performance & Audience Insights

This year, we prioritised investment in content for both organic and paid social media, particularly on Facebook and Instagram, to grow awareness through storytelling and connection-building.

Unlike Google Search, which captures intent-driven traffic, social media operates at the top of the funnel—it's the first touchpoint where potential visitors discover the region. By showcasing authentic stories, experiences, and visuals, we create emotional connections that drive interest and future intent.

### Key Performance Highlights

#### Facebook

- **Reach:** 541.6K (↑319%) – Strong visibility and awareness growth through organic and paid efforts.
- **Visits:** 18.9K (↑8.5%) – More users exploring content, showing improved engagement.
- **Follows:** 883 (↑0.5%) – Modest but steady growth, contributing to long-term audience building.

#### Audience Profile

- **Total Followers:** 20,179
- **Gender Split:** Women 78.3%, Men 21.7%
- **Age Distribution:** Core audience 35–54; meaningful shares in 25–34 and 55–64; minimal in 18–24 and 65+.
- **Top Cities:** Sydney (26.9%), Orange (21.3%), Bathurst (3.3%), Canberra (2.6%), Melbourne (1.7%), Brisbane (1.4%).

#### Instagram

- **Reach:** 267.3K (↑60.9%) – Massive increase in visibility and awareness.
- **Visits:** 21.2K (↑18.4%) – Growing interest in the region's content.
- **Link Clicks:** 6.1K (↑16.1%) – Effective conversion to website traffic.
- **Follows:** +3.2K new followers – Steady growth contributing to brand building.

#### Audience Profile

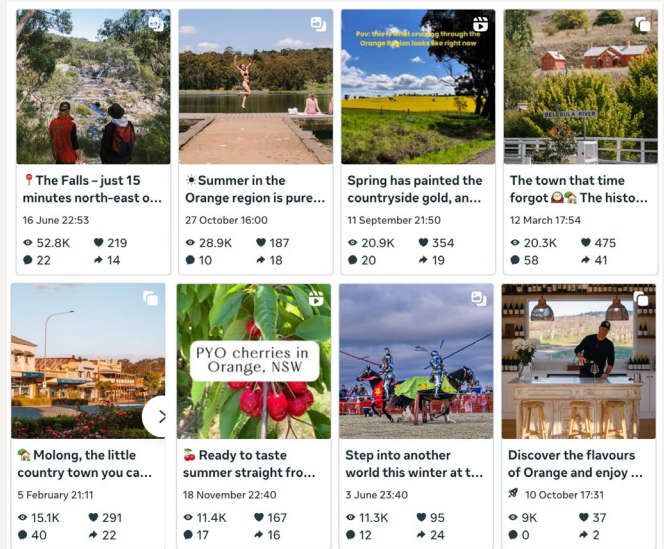
- **Total Followers:** 19,154
- **Gender Split:** Audience predominantly women (80%).
- **Age Distribution:** Concentrated in target age groups (25–54).
- **Top Cities:** Sydney (43.5%), Orange (12.5%), Melbourne (2.8%), Brisbane (2.1%), Canberra (2.1%), Bathurst (1.5%), Wollongong (1.1%), Newcastle (1.1%), Adelaide (1%), Dubbo (0.9%).

### Content as a Priority Investment

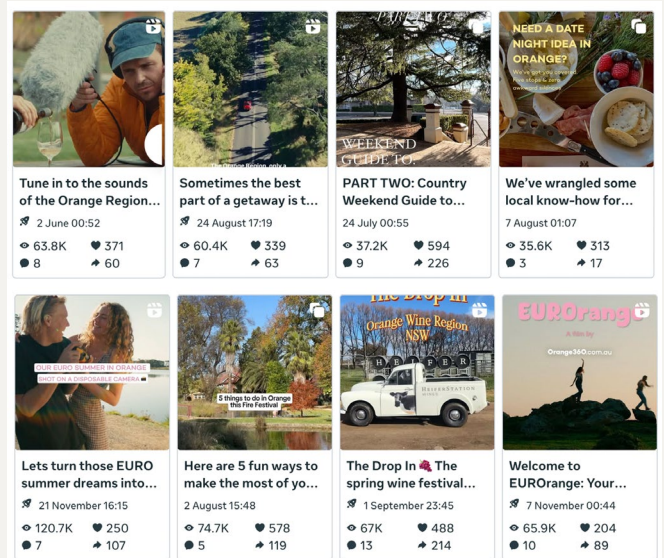
High-quality imagery, video, and storytelling:

- Increase engagement (likes, shares, comments), amplifying reach organically.
- Build brand personality, making the region relatable and aspirational.
- Support paid campaigns, where compelling creative improves ad performance and ROI.

#### Top Performing Content - Facebook



#### Top Performing Content - Instagram



# 3. Media, Editorial & PR

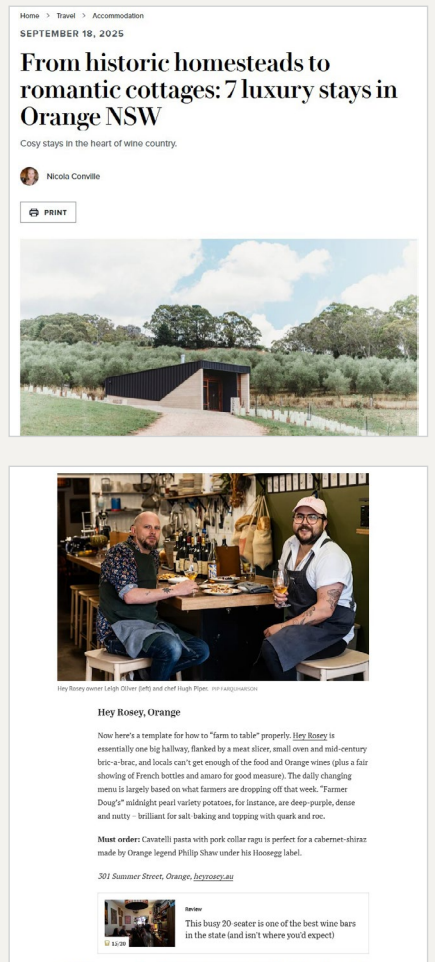
## Amplifying the Orange Region Brand Through Storytelling and Strategic Partnerships

Media and public relations are key to increasing awareness and elevating the Orange Region's profile as a premier travel destination. Through a targeted and collaborative approach, Orange360 aims to maximise editorial coverage and earned media value.

### Strategic Focus Areas

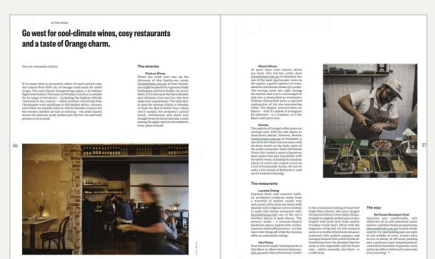
- Storytelling with Impact**  
 Showcase the region's unique experiences, attractions, and events through authentic, narrative-driven content in collaboration with our members.
- Collaborative Content Creation**  
 Partner with media outlets to co-create engaging content that reaches new audiences and reinforces consistent regional messaging.
- Media Relationships**  
 Build and maintain strong connections with media and PR agencies to position Orange360 as a trusted source for tourism stories.
- Media Famils & Influencer Engagement**  
 Host and co-fund familiarisation trips with members to provide firsthand experiences that lead to genuine, high-impact coverage.
- Strategic Partnerships**  
 Work with Destination NSW, the Central NSW Joint Organisation, and other stakeholders to attract media, curate tailored itineraries and align messaging across platforms.

Articles, features and editorials on the Orange Region have appeared online, in broadcast and print media.



You're never too far from a well-brewed coffee and delicious meal in Orange.

It's no great revelation that the fertile lands surrounding Orange are a magnet for food lovers, who come to relish the locally grown produce and world-class wines. Beyond the city limits there's a virtual buffet of wonderful restaurants to discover at wineries and cellar doors, but you'll also find an excellent peppering of incredible cafes and coffee joints in and about town. Inspired by seasonal harvests and energised by a perpetual parade of city visitors and relocators, there's a ravenous energy in Orange's cafe scene. Here's our pick of the top spots.



## 4. Direct Marketing Database Email

Direct email marketing is one of the most effective ways to build and maintain relationships with our audience. By communicating directly with subscribers who have opted in, we reach people who are already interested in the Orange Region. This approach offers several key benefits:

**Targeted Reach:** Emails go to an engaged audience, ensuring messages are relevant and well-received.

**Cost-Effective:** Compared to paid advertising, email delivers strong results at a lower cost.

**Personalisation:** We can tailor content to subscriber interests, increasing engagement and conversion.

**Measurable Impact:** Performance metrics like open rates and click-through rates provide clear insights into what works.

**Retention and Loyalty:** Regular updates keep our brand top-of-mind and encourage repeat visits.

### Platform Upgrade

We transitioned from Mailchimp to HubSpot, a key upgrade for Orange360. HubSpot provides more accurate data representation and CRM tracking, enabling better segmentation and campaign optimisation.

### Database Growth & Quality

- **New Subscriptions:** 2,081 new email sign-ups via website pop-up forms.
- **Database Cleanup:** Removed unengaged contacts from the past 12 months to maintain a fresh, engaged audience.
- **Current Consumer Database:** 5,495 active subscribers.

### eDM Performance Highlights

Oct 2023 – Sep 2024

- **Emails Sent:** 109,243 across 70 campaigns.
- **Open Rate:** 20.51% (22,375 opens).
- **Website Referrals:** Increased significantly from email campaigns, driving deeper engagement with destination content.
- **Email Referrals - 2024-25:** 5,143 users vs 765 users in 2023-24 → ↑572.29%

### Why This Matters

Email remains a critical channel for nurturing interest and driving conversions. By consolidating and cleaning the database, we ensure higher engagement and better deliverability. HubSpot's CRM integration allows us to track user journeys and optimise campaigns for ROI.



Credit: [Ezra Acemoglu](#), Orange

#### Escape the rush with cosy stays this winter

A warm bath, a glass of something local, and no rush to be anywhere else. This winter, trade the noise for countryside calm with our local seasonal deals. Think three nights in luxury accommodation with a complimentary three-course dinner in one of Orange's finest restaurants or vineyard glamping with a complimentary bottle of local wine. Beyond the quiet, you'll find a calendar full of winter events, long lunches, workshops and experiences you won't find anywhere else. Explore the region at your pace - we are ready when you are.

[Get deals](#)

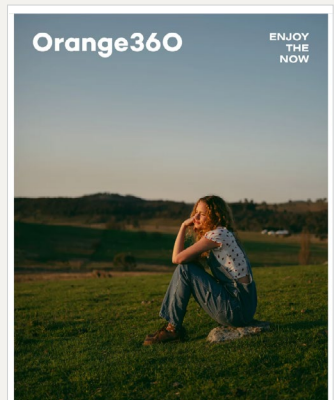


Location: [The Falls](#), Orange

#### The escape you didn't know you needed

You may not be a winter person - but while it's here, why not make the most of it? Layer up and explore everything the Orange Region has to offer. If hiking boots and waterfalls aren't quite your thing, there are plenty of restaurants and cellar doors with a fireplace and a packed local wine list to keep you occupied. Add a check-a-block calendar of events into the mix - from food and wine to arts, culture and the outdoors - and you certainly won't be short on reasons to visit.

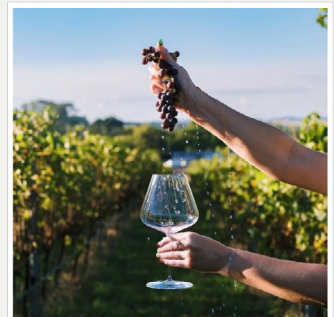
[Things to do](#)



#### Soaked in sunshine & steeped in flavour

As the days grow longer, escape to the Orange Region. With open-air dining, cool-climate wines and fresh local produce, it's the perfect taste of a European summer without leaving NSW. Start planning your summer break now and get ahead of the holiday rush.

[Explore experiences](#)



#### Squeeze the most out of the Orange Wine Festival

Let the festivities begin! From 17 October to 2 November, the Orange Wine Festival takes over the region with 40+ events across three weekends. Make a weekend (or a few) of it and see what all the fuss is about. We're only 3.5 hours from Sydney or Canberra, so cue the playlist and let the good times roll into NSW wine country.

[See full program](#)

# 5. Event Marketing Impact

## Campaign Objective

Drive awareness and ticket sales for Fire Festival and the Orange Region as a destination to visit in Winter.

## Key Metrics

### Program

43 events over 10-days from Friday 1- Sunday 10 August 2025

26 Orange360 Members hosted events

Arts and Creative event criteria resulted in a more varied and appealing program of interesting arts led events.

- Exhibition and Film
- Food & Wine – related to fire
- Music & Performance
- Creative Workshops

## Audiences

Approx 4,600 tickets sold

Increase of est. 34% on 2024

Well supported locally

Between 15-25% of attendees were from out of region (predominantly Sydney)

## Marketing Mix

Orange Region Fire Festival page on orange360.com.au

- **Over 30,700 views** (17.5% increase on same period last year)
- **13,400 active users** (up 27.1%) over the past 90 days (May–Aug).

### Advertising - ex region - Departed

Time Out Sydney	\$5,000.00
Social Media Ads - Sydney, CW and BM market	\$3,500.00
Google Adword - winter events/things to do	\$-

### Advertising - in region

Street Banners 21 July - 11 August	\$930.00
Posters	\$130.00
VIC & Airport Screens - static	\$-
OCL + Regional Papers/Online	\$300.00
Radio Advertising - Winter Edition (always on)	\$1,200.00
Asset development and creative	\$1,300.00
<b>TOTAL</b>	<b>\$12,360.00</b>

**Meta Ads:** Used for targeted social advertising to drive traffic and bookings.

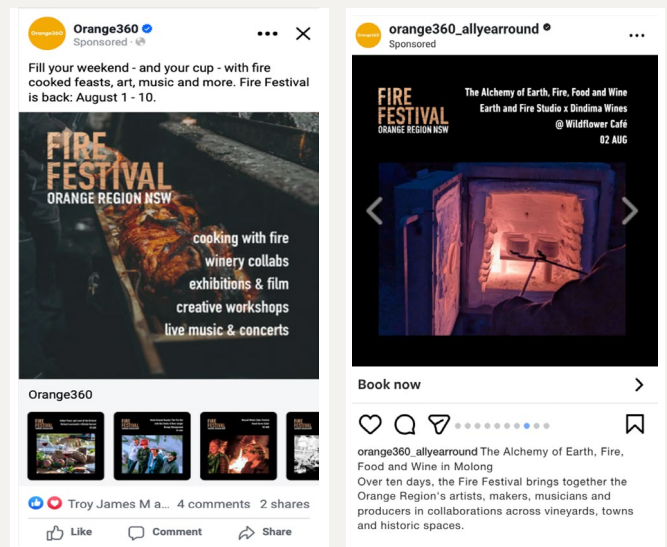
- **Timeout Sydney:** Leveraged for premium placement and audience reach in a key urban market.

## High-Level Creative Insight

- **Video (Reels):** Delivered the strongest engagement, reinforcing the importance of dynamic storytelling in driving awareness. Video content performs well because it captures attention quickly, conveys atmosphere, and is prioritised by Meta’s algorithm for reach.
- **Carousel Ads:** Supported conversions by showcasing individual events rather than just the program page, giving audiences choice and improving click-through rates.

## Outcome & Impact

The campaign successfully positioned Fire Festival as a signature event, driving strong ticket sales and regional awareness. The combination of paid social and premium media ensured high visibility and engagement, contributing to the festival’s success.



# FIRE FESTIVAL

## ORANGE REGION NSW

# Visitation

Orange360's Vision is for the Orange Region to be recognised as a leading Australian destination of choice for visitors and travellers.

Our Mission is to drive sustainable tourism growth, enhance visitor experiences, and promote economic prosperity in the Orange Region through innovative destination marketing, industry development, and advocacy.

Orange360 is committed to fostering regional growth, increasing visitation, and showcasing the unique offerings of our vibrant region the fulfilling the organisations strategic objectives to:

- Develop effective marketing strategies and activations that drive recognition and visitation to the region.
- Support and promote the growth and success of in-region festivals and events.

To measure against these objectives, we track key performance indicators such as:

- Growth in visitation numbers
- Occupancy rates
- Visitor spend
- Expansion of key source market segments

## Visitation Overview for the Orange Region, Year End June 2025

<b>Total Spend</b> <b>\$612m</b>	<b>Total Visitors*</b> <b>\$1.37m</b>	<b>Total Visitor Nights</b> <b>\$1.91m</b>
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Source: Tourism Monitor licensed to Tourism Research Australia – Official Tourism Data June 2025

## Total Visitors

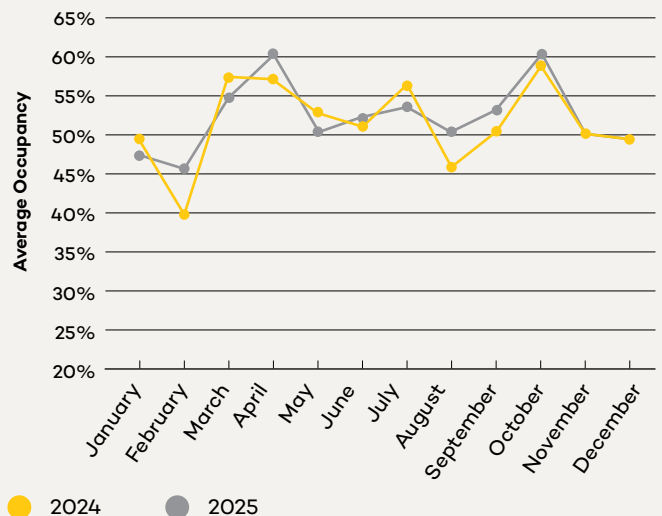
Domestic Overnight Visitors	Domestic Day Visitors	International Overnight Visitors
<ul style="list-style-type: none"> <li>• Estimated 674,000 visitors for the year ending June 2025 of which 155,000 visited in the June quarter 2025.</li> <li>• Total year end spend estimate \$440m.</li> </ul>	<ul style="list-style-type: none"> <li>• Estimated 688,000 for the year ending June 2025.</li> <li>• Total year end spend estimate \$150m.</li> <li>• Average length of stay 2.4 nights.</li> </ul>	<ul style="list-style-type: none"> <li>• Estimated 7,200 visitors.</li> <li>• Total spend estimate \$22m.</li> </ul>

## Occupancy

Average Occupancy Rate is a trend indicator used in tourism to measure the proportion of available accommodation (e.g. hotel rooms, motels, short-stay rentals) that is occupied over a specific period. This metric helps assess the demand for accommodation in a region and Orange360 uses this to track visitation trends and seasonal performance.

Localis average occupancy data indicates that there has been improvement in the occupancy rates across the region this year. The months of February, April, June, August, September and October all showed a better occupancy rate than the year prior. August occupancy was the highest since 2020.

2025 occupancy overall, across the region is up 7-8% vs 2024.



Occupancy in 2025 is tracking well against 2024



**Orange360**

**All year round.**

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