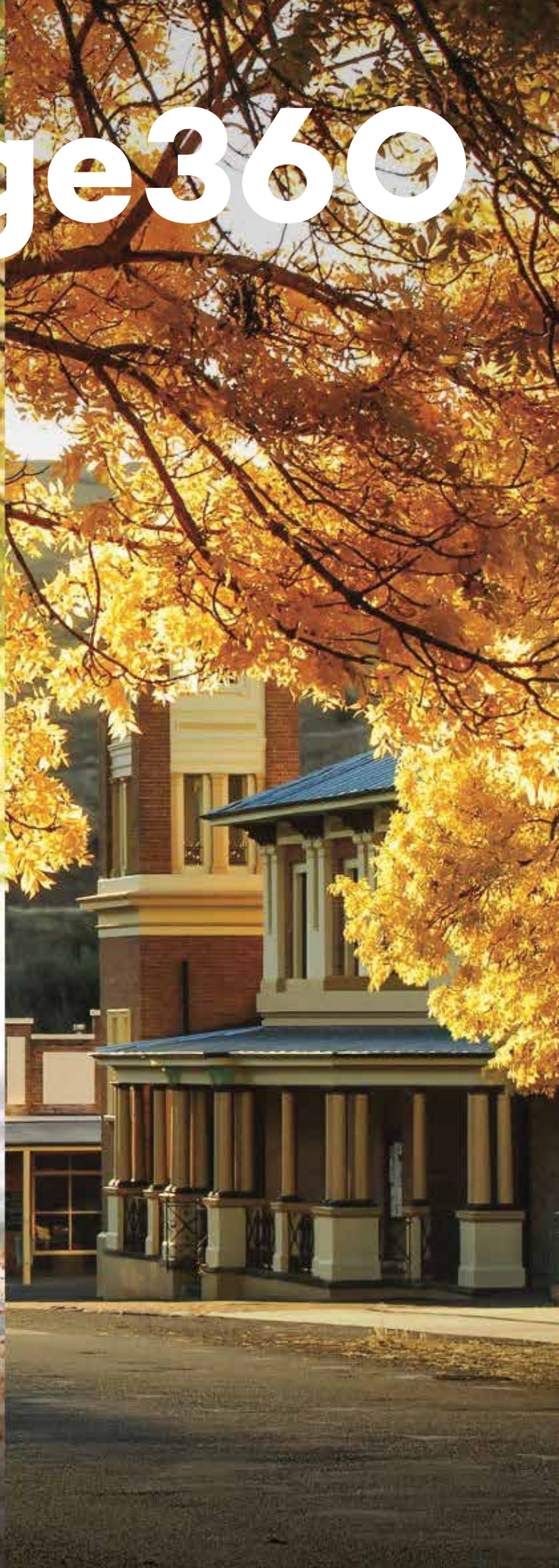


Orange360



Annual Report
2019/20 Financial Year



WELCOME TO Wiradjuri Country

Yinaagalangbu, gibirbangbu, buraaygalangbu
gawaymbanhadhu nginyalgir Wiradjurigu
ngurambanggu.

Ladies, Gentlemen and Children welcome
to Wiradjuri and to country.



Contents

Update from the General Manager	4
Chairman's Message	5
Overview	6
Vision, Mission, Objectives	6
Board Members	8
Our Team	10
Our Major Stakeholders	11
Our Membership	12
Key Achievements	13
Visitor Statistics	14
Destination Marketing – Website	16
Destination Marketing – Social Media	18
Destination Marketing – Familiarisations and Media Cover	21
Destination Marketing – Events	22
Destination Marketing – Extend the Weekend	24
Destination Marketing – Additional Activity	26
- Sydney Showcases	
- Towns & Villages Guide	
- Wine Australia Project	
Orange COVID19 Response	28
Newcrest and Orange360 \$120k Staycation	29
Funding Sources	30
Reporting to Stakeholders	31

Update from the General Manager



Oh what a year!!! 2020 will be remembered as 'unprecedented', for good reason.

From riding the highs of our award-winning "Extend the Weekend" campaign, winning Gold at the NSW Tourism Awards and Silver at the Australian Tourism Awards, to witnessing our landscape and

communities devastated by drought, visitors literally cut off by bushfires, and then to the screeching halt that was the COVID-19 lockdown.

We have been fortunate to have experienced a rebound since June 2020 that has surpassed all our expectations, with record numbers of Sydneysiders eager to escape the confines of the city and keen to explore the unseen west beyond the Great Divide.

Explore they did, and extend their weekend, they did. From hidden cultural gems and well-hung galleries, to unpretentious cafes and hatted restaurants awash with the best local drops – all benefited from a flurry of first time visitors to our region.

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

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.

To best showcase the breadth of these experiences, Orange360 has continued to invest in enhancing the content and functionality of our website, across all touchpoints in the customer journey. The outcome of which saw the Orange360 website traffic (pageviews) grow by 180% against the same time period the previous year.

In the first 9 months of the 2019/20 financial year, Orange360 supported our local volunteer festival

committees to plan and execute their festival marketing. Sadly, the inaugural Rainbow City Festival, a celebration of our LGBTQI+ community, had to be cancelled, as did F.O.O.D Week for the first time in 29 years, due to COVID-19. Orange360 thanks the volunteer committees, current and former, who have so generously donated their time, passion and expertise on behalf of our region.

As an industry-led membership organisation, our success is measured by the value of our partnerships. This year we continued to grow our membership base and actively sought to partner in campaigns that further grew our reach and awareness with our identified target markets.

The organisation generated over \$1m of revenue that will be reinvested into destination marketing and the visitor economy. This is a significant milestone that will secure our industry, local jobs and encourage entrepreneurship, growth and investment. Particularly during this turbulent year, the Orange360 team have sought out new opportunities to support our members and to engage with the local community.

A significant opportunity, and critical to our success, was the funding provided by Newcrest Mining Limited, through their COVID Community Support Fund, to deliver the Newcrest and Orange360 \$120K Staycation Giveaway. This initiative, which benefited 149 local businesses, was a direct way of supporting our local industry to restart and regain confidence in their recovery out of COVID-19. The promotion also provided 80 locals with the opportunity to enjoy a taste of the region's tourism experiences.

This is not our first partnership with Newcrest Mining Limited, who are committed to our region's tourism growth. In late 2019, a Service Level Agreement was entered with Orange360 to source and secure accommodation for non-residential contractors as part of the current Cadia Valley expansion. The outcome of which leaves much-required leisure product free to accommodate our growing number of visitors, as well as to disperse the economic benefit into our towns and villages.

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.

Special mention is extended to the many volunteers with whom there simply would not be the festivals and community activity that our entire region benefits from. I would also like to take this opportunity to thank the Orange360 team for your incredible, over and above support, throughout a very trying year.

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 the visitor economy. It is this collaboration that makes us one of Australia's most desirable destinations and an amazing place to live.

Kind regards,

Caddie Marshall
General Manager | Orange360

Chairman's Message



The 2020 year has had many challenges for the community and businesses across the Orange district.

These included the worst drought on record, the impact of the Lithgow bushfires and from February 2020 onward the effects of the COVID-19 pandemic.

As a broad community we have handled these challenges very well, typically people and businesses in the Orange district have pulled together and what could have been a devastating impact on the community has in fact had many positive outcomes.

As a district we have had record visitor numbers with Orange alone sitting well over 1.1m for the year. Our visitor economy has benefited from a dramatic increase of close to 20% and the vast majority of our members since June are reporting record trade.

Most importantly these visitors and potential investors have not been here before and this creates a whole new market for our future.

It's been widely reported to us that these visitors have had a very positive experience and not only will they return but the power of word of mouth will ensure their friends and family will experience the Orange district. This is a once in a lifetime opportunity for our region to build a whole new market.

Originally when COVID-19 hit, 6,000 jobs were lost across our broader region. This negative trend has now been dramatically reversed and the jobs created will ensure that young people in our community receive a decent start to their working life.

I thank our staff who have worked tirelessly in promoting the Orange district and a big thanks to our 3 Council partners; Blayney, Cabonne and Orange. As a community we are very indebted to our private sector Board members who give generously of their time and expertise.

Warm regards,

Peter Robson
Chair | TDO Ltd

Overview

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.

In late 2019 the Board set the vision for the organisation in developing and endorsing the 2020 – 2024 Strategic Plan which outlines the organisation’s vision and purpose.

Vision

For the Orange Region to be a leading Australian destination.

Purpose

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

Orange360 Core Business

The motivation for Orange360’s Vision and Purpose is for industry and Local Government to work together to bring significant gains to all. Our marketing will position the Orange360 brand in the minds of the people living, working, visiting and investing in the region.

Whether you are a retailer on the main street of Canowindra (increased exposure), a winemaker in the foothills of Mt Canobolas (regional reputation), a hospitality worker (access to training and employment opportunities), a medical registrar (world class facilities and regional catchment) or a visiting miner to Cadia Valley Operations (working on the best mine site in the Southern hemisphere), each benefit from the opportunities of a confident and vibrant visitor economy.

Our core focus is to work with and support regional businesses and entities to develop our destination essence and promote their product to target markets that build appeal and position our region as a destination of choice.

We will identify our destination’s strongest assets, build a story from these that makes our destination stand out above our competitors and run this narrative consistently through all marketing communications.

We will support and enable our industry to reflect the destination’s values. .

We will continue to talk with the growing 1.8 million annual visitors to our region to ensure we strategically grow, now and into the future.

Orange360’s success and the future of our towns and villages is driven by a dedicated approach to:

- Regional collaboration
- Industry engagement
- Strategic growth

It will secure the next generation of skilled workers so critical to our regional businesses; attract investors and businesses; create popularity among tourists, and, ultimately, increase the number of local residents.

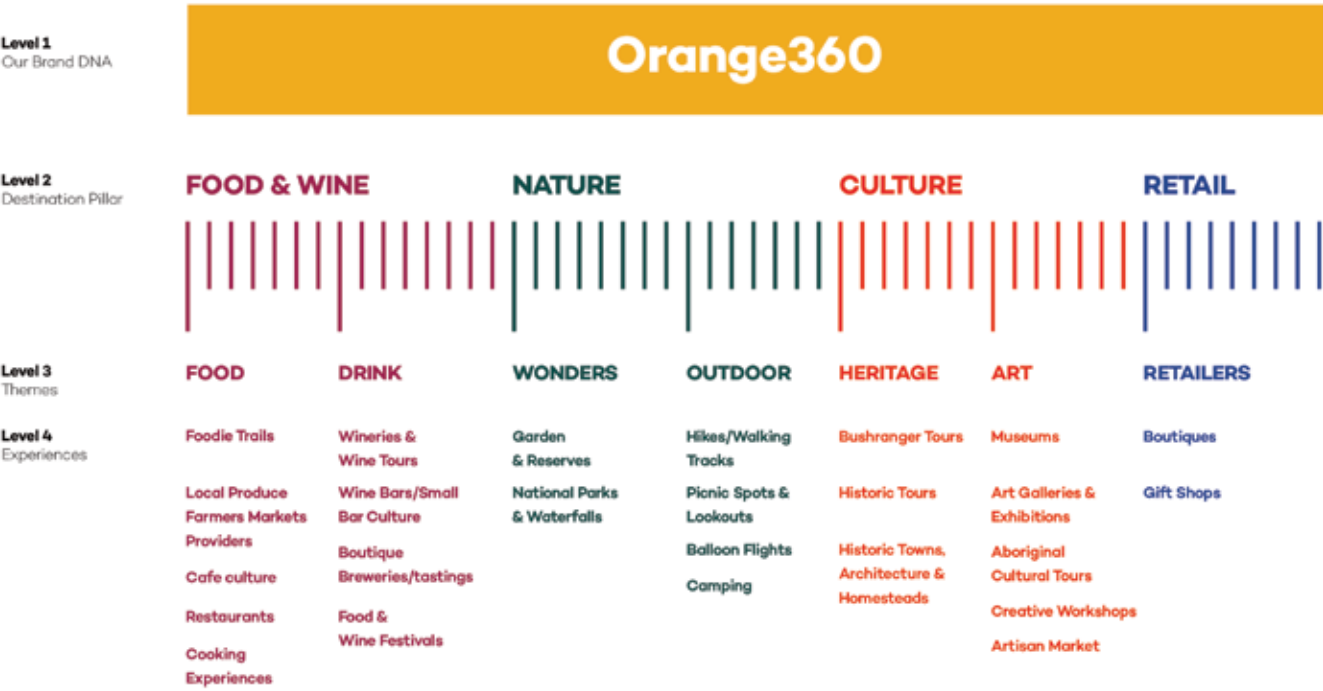
Orange360 Strategic Priorities

1. Enhance our visitor experience
2. Build collaborative relationships
3. Integrate premium marketing across all touchpoints to drive demand
4. Position Orange360 as an aspirational destination
5. Grow and evolve

Orange360 Values

- Excellence
- Collaboration
- Inspiration
- Integrity
- Passion
- Courage

Destination Pillars



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 Joanne McRae
Occupation: Orange City Council
Experience: Director since 2019



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: Ian Davison
Occupation: Councillor
Experience: Director since 2017 (resigned 2019)



Our Team



Caddie Marshall
General Manager



Jennie Curran
Member and Network Support



Emily Mann
Communications & Sales Manager



Rebekah Butchard
Finance Manager



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



Lynne Hawkes
Cabonne Council Tourism & Community
Development Coordinator

Our Major Stakeholders



Orange City Council

Population 40,869 persons **Gross Regional Product** \$2.7 billion **Key Industries** Mining, Healthcare, Public Administration, Manufacturing, Education & Training.

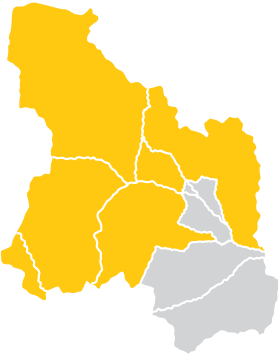
Orange City Council provides a wide range of services and facilities serving the Orange community and the wider region, including childcare, tourism support, sports fields and park and gardens, water storages and treatment, waste management and more than 500 kilometres of roads. The Orange Local Government 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 7,330 persons **Gross Regional Product** \$472.7 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 13,695 persons **Gross Regional Product** \$849 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/>]

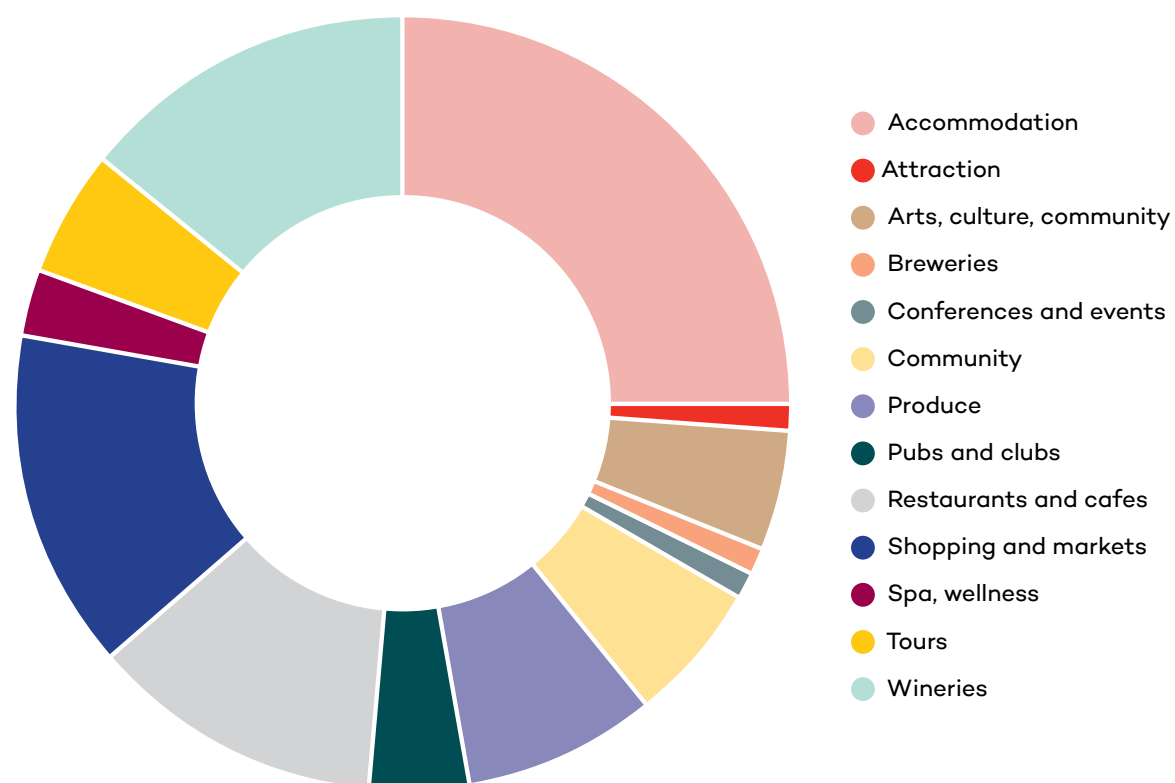
Our Membership

As at June 30 2020, Orange360 had 265 registered members across a diverse range of tourism related industries and at different membership tiers offering a range of benefits with a primary focus on growing awareness of the region and converting to visitation.

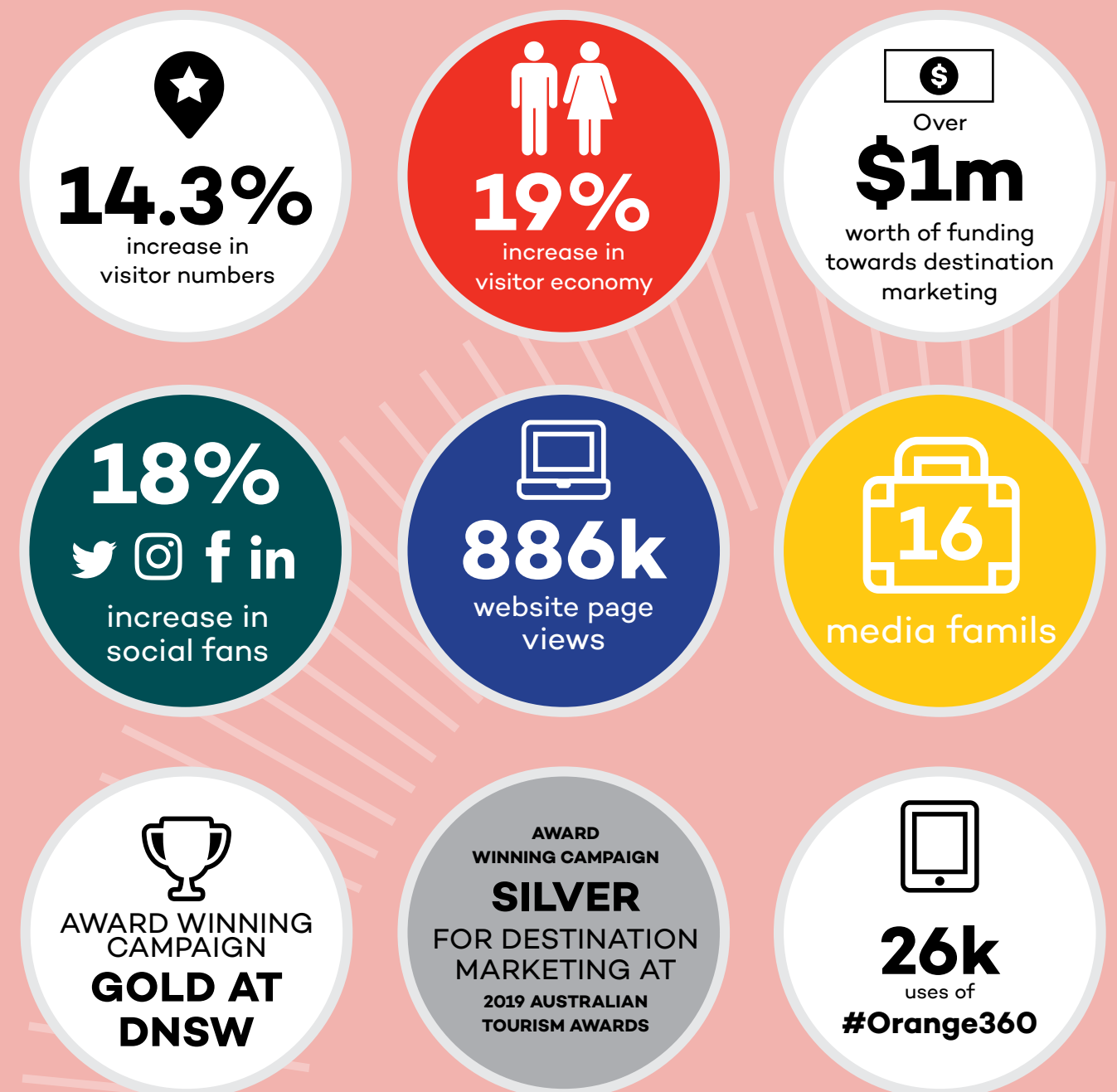
The primary membership benefit for an Orange360 member is exposure across our consumer facing digital platforms, principally the Orange360 website. Of note is the opportunity to network, share ideas and package visitor experiences with other members and to raise their business profile through events,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

Membership was strong in the initial 6-months of the reporting period however the impact of COVID 19 developed caution throughout the tourism and hospitality industry sectors. It is important to report that Orange360 membership has not declined as a result of COVID19 which is representative of the value for the organisation from our membership.

Focus for future growth will centre on outlying accommodation in our villages and their attractions to encourage visitor dispersal across the 3 x supporting local government areas. 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.



2019-20 Key Achievements



Visitor Statistics

Key Tourism Metrics For Orange (C)

	International	Domestic Overnight	Domestic Day	Total
Visitors ('000)	8	425	729	1,162
Nights ('000)	121	1,169	-	1,290
Average stay (nights)	15	3	-	3
Spend (\$m)	5	203	116	324
Average spend per trip (\$)	668	478	159	279
Average spend per night (\$)	43	174	-	161
Average spend (commercial accommodation) per night (\$)	78	262	-	249
Reason (visitors '000)				
Holiday	4	115	270	390
Visiting friends or relatives	3	169	110	282
Business	np	85	np	164
Other	np	55	270	326
Travel party type (visitors '000)				
Unaccompanied	5	130	-	135
Couple	np	120	-	120
Family group	np	62	-	np
Friends/relatives travelling together	np	82	-	np
Accommodation (nights '000)				
Hotel or similar	np	308	-	np
Home of friend or relative	45	506	-	331
Commercial camping/caravan park	np	np	-	np
Backpacker	np	np	-	np
Other	64	317	-	381



Destination Marketing: Website

The Orange360 website is our most important digital marketing tool in positioning the Orange region as a leading Australian destination. Website traffic has grown steadily over FY 2020. Even with COVID, our Unique Visitors for the same period YoY increased by 82.65%.

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.

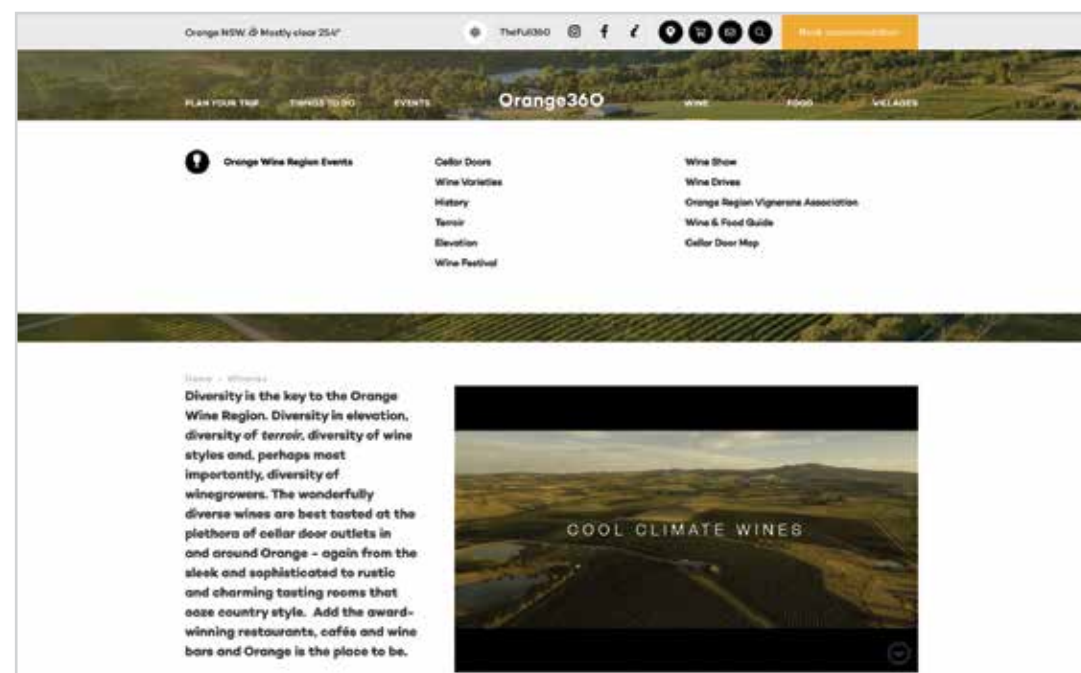
This effort resulted in a higher level of visitor engagement, with an increased numbers of page views and length of time spent on the website. We have seen growth in visits from a key target audience of 25-34 year olds and higher views from our target markets in Sydney and Canberra.

Importantly, the Orange360 website became a source of up-to-date information during COVID and this continues.

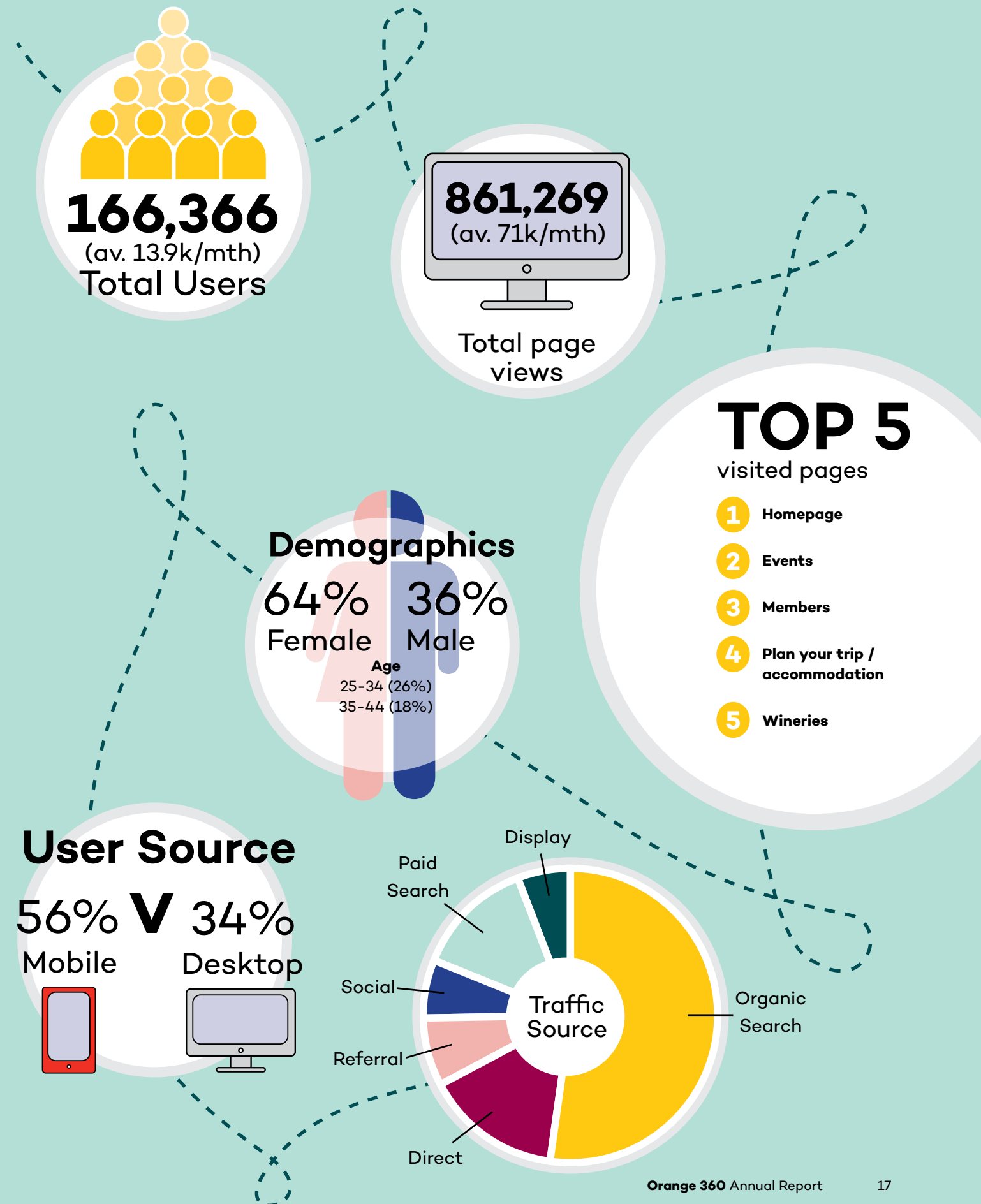
Key achievements

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

- Developed additional itineraries on the digital map platform, Alpaca, to create an interactive user experience and give visitors the confidence to explore across the whole region.
- Updated image library with new seasonal content and images for the region's towns and villages.
- Added content to promote our conferencing venues and suppliers.
- Embedded 'live chat' as an additional point of customer service and contact, which was particularly relevant during the impact of COVID.
- Invested in SEO (search engine optimization), to improve website visibility and keyword rankings. Across FY 2020, we ranked in the top 10 for 16 of the 18 keywords that we track.



Key Performance Indicators - Orange360.com.au



Destination Marketing: Social Media

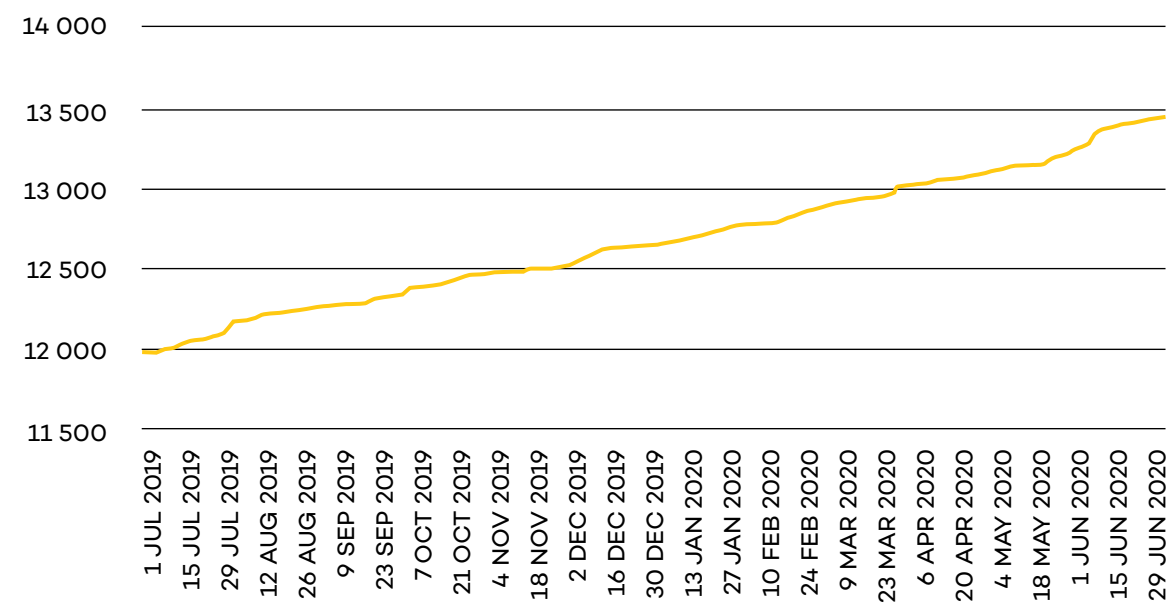
Popular social media channels continue to grow and are an important part of the marketing mix, as well as providing highly engaging user generated content to be shared across both Facebook and Instagram.

Facebook Overview

Facebook proved to be a highly valuable visitor and member engagement tool with video being the most popular content. The single largest demographic is Female 35-44.

Year	Reach	Impressions	Engaged Users
2019/20	1,761.5k	2,521.3k	77.3k
2018/19	1,159.5k	1,740.6k	44.2k
Change	^52%	^45%	^75%

Facebook Fans – 13.5k – Up 12%



Facebook Content

Our most engaging content was video created as part of the **We Want You Back** campaign which was developed by the Joint Organisation of Central West Councils.

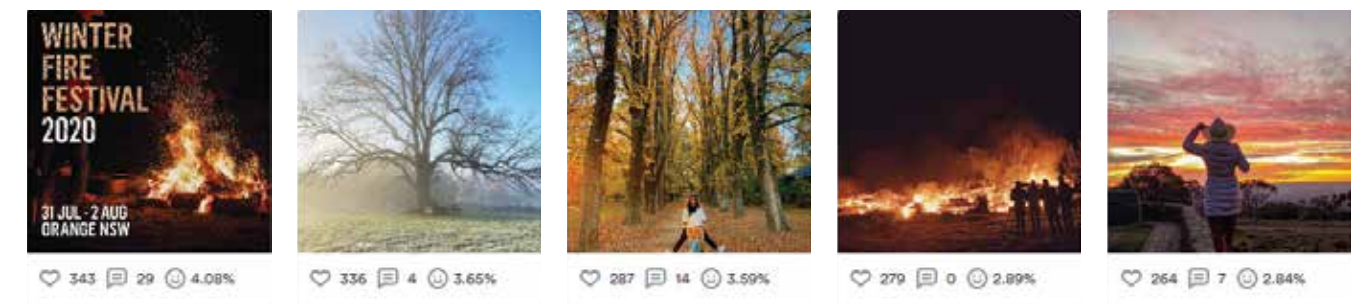


Instagram – 9.9k – up 27%

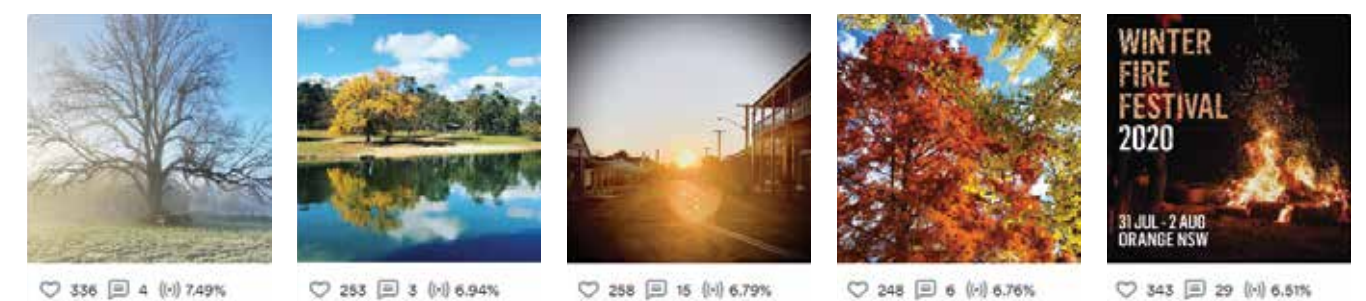
With 45% of the Orange360 Instagram fan base based in Sydney this is the perfect vehicle to inspire and lure potential visitors with our feed full of our breathtaking landscapes and natural beauty.

Year	Reach	Impressions	Engaged Users
2019/20	537.5k	2,623.7k	5.24%
2018/19	339.9k	823.5k	4.98%
Change	^58%	^219%	^5%

Most Liked



Highest Engagement





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 its 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 our ever emerging 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.



Media Famils

JULY 2019

- Eat Drink Play
- The Urban List

AUGUST 2019

- Studio10 Live crosses from Winter Fire Festival

SEPTEMBER 2019

- Luxury Travel
- The Urban List

OCTOBER 2019

- Gourmet Traveller Wine
- International Wine Media Conference

FEBRUARY 2020

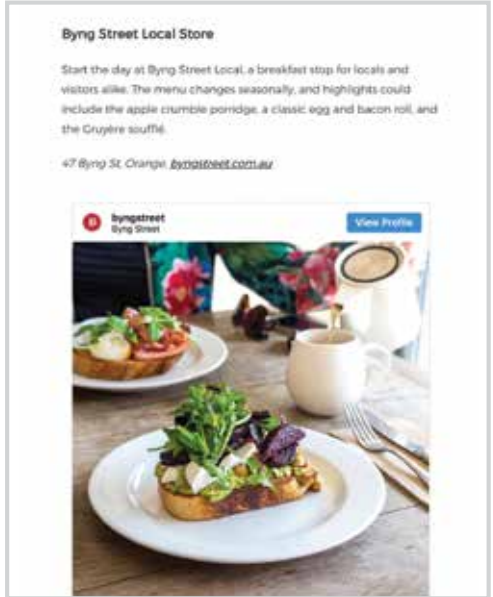
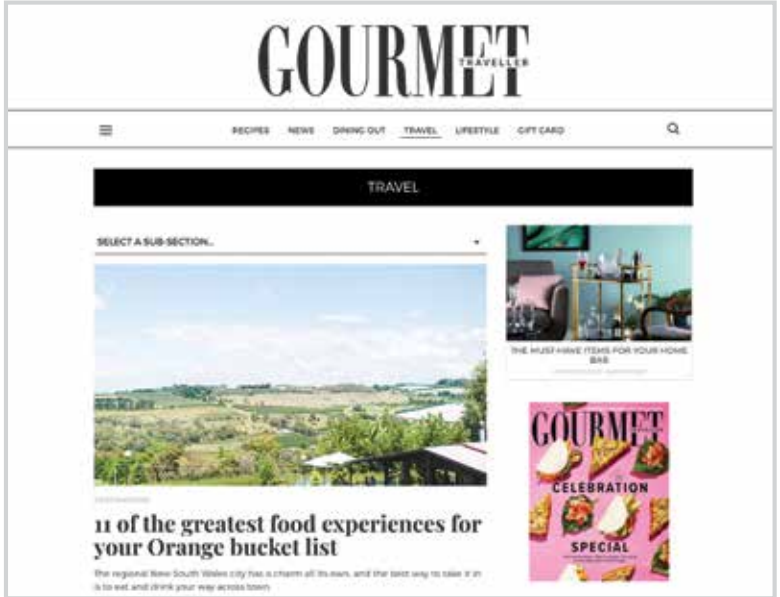
- Good Food
- Gourmet Traveller
- Australian Traveller
- HerCanberra

MARCH 2020

- Sunrise Weather Live Cross

JUNE 2020

- Gourmet Traveller
- News.com.au
- @InteriorsAddict (99k followers)
- @MumPackTravel (117k followers)



Destination Marketing: Events

Winter Fire Festival

Thursday 1 August – Sunday 4 August 2019

In its second year, 2019 Orange Winter Fire Festival built on the success of the inaugural 2018 event. The event began on Thursday 1st August with the incorporation of the Orange Readers and Writers Festival as a lead-in satellite event.

Events included Millthorpe Night Markets, cheese masterclasses, knitting workshop, astronomy and indigenous culture evenings, live music across multiple venues, fire pit feasts (both in and outdoors) wine pairings, pop up shops and art exhibits with Orange Regional Arts Foundation.

The festival attracted 6,686 attendees across 28 events with the highlight the Millthorpe Night Markets and Fireworks which attracted over 4,500 people into Pym St on a cold winter's evening.

The Winter Fire Festival was supported by Destination NSW who funded the 2-day LIVE cross with Studio 10. Two dedicated media visits were secured; Eat Drink Play and The Urban List.

- **Total PR campaign:** 14,963.9k reach
- **Social Media reach:** 1,262.9k reach
- **Festival video:** 23.9k views
- **Website traffic:** 29.8k page views from 8.3k unique visitors



Orange Wine Festival

Friday 18 October – Sunday 27 October 2019

In its 14th year the Orange Wine Festival enticed well over 27,000 attendees across 80 food and wine events, from long lunches and degustation dinners, to winery tours and masterclasses.

The promotional campaign hosted pre-festival media visits from Luxury Travel and The Urban List, both boosting the awareness of the festival and the broader region and attractions. Gourmet Traveller Wine was hosted during the festival and a contingent of 8 x international wine writers visited from which the region continues to benefit from international exposure.

Most effective marketing channels were direct mail, social media and online platforms, supported by traditional media of print and radio.

- **Total PR campaign:** 14,343.7k reach
- **Social Media reach:** 1,714.7k reach
- **Festival video:** 25.6k views
- **Website traffic:** 59.1k page views from 29.5k unique visitors



Banjo Paterson Australian Poetry Festival

15 February – 23 February 2020

Despite drought and the bushfires, Banjo Paterson Festival saw an increase in festival goers to hear bush poetry recited and brawled in parks and pubs, guest houses and museums.

This festival is of significant importance as it celebrates the birthplace of A. B. "Banjo" Paterson, one of Australia's, most revered poets and writers.

Now in its 7th year the Banjo Paterson Australian Poetry Festival appealed to close to 7,000 attendees over the 9 day cultural festival, with many events hosted out in our villages of Yeoval, Molong, Millthorpe.

Whilst only just over 10% of festival attendees were from outside of the region, all of these stayed for more than 1 night with an average length of stay of 2 nights, predominately staying with friends and family.

- **Social Media reach:** 116.6k. Social Media was the 2nd most successful channel in promoting the festival along with its growing local reputation. The strongest this year was Word of Mouth
- **Website traffic:** 11.5k page views from 2.7k unique visitors



F.O.O.D Week

27 March – 5 April 2020

F.O.O.D Week, Australia's longest running food festival and in its 29th year was the first COVID-19 event victim, cancelling 2 weeks out. The volunteer committee are to be commended for the professionalism and response to a very difficult situation to manage with regards to event hosts and their attendees.

Numerous major publications visited the region in the lead into the festival. These included Good Food, Gourmet Traveller, Australian Traveller and HerCanberra. Statistics below don't account for the publicity that was generated from these visits

SBS Food became a major supporter of the festival for the first time. This is indicative of the level of interest this festival now draws nationally and beyond.

Whilst the festival did not run in 2020, plans are well underway for the 30th year of F.O.O.D Week.

- **Total PR campaign:** 6,756.7k reach
- **Print circulation:** 650.2k
- **Online Media circulation:** 2,858.8k
- **Social Media reach:** 181.7k



Destination Marketing: Extend the Weekend – Award Winning

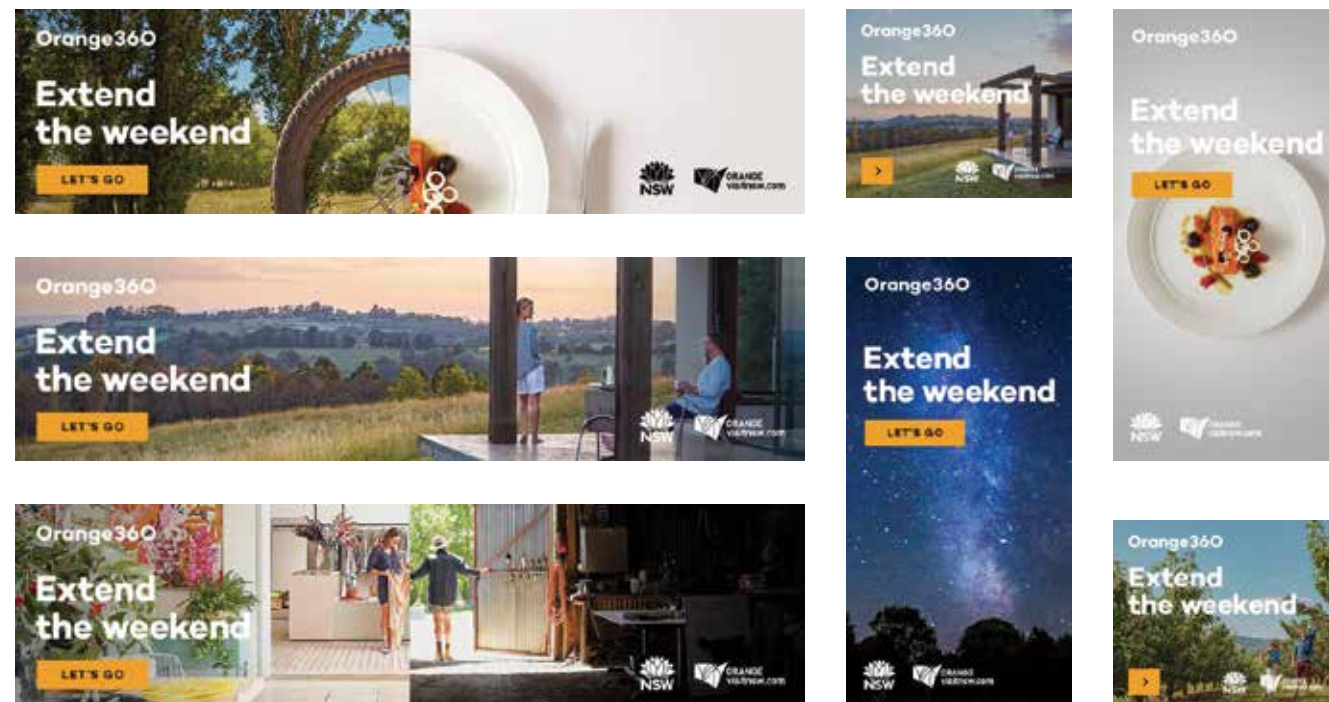
Orange360, in collaboration with Orange City Council and DNSW, developed a first of its kind for our destination, digital marketing campaign that aimed to inspire and ignite destination interest with a campaign target market of Sydney-based youth (28 – 34 y/o). This was a considered strategy away from our more traditional 55+ audience with the view that this new audience are looking for more than food and wine in their destination choices and are looking to include more nature and adventure based activities as well as shopping.

The campaign purpose aimed to drive increased visitation during the shoulder period of May – July 2019 timed to leverage the high level of market exposure of F.O.O.D Week. The creative execution showcased the full spectrum of regional interests and experiences positioning our region as the ultimate destination for an extended weekend. Smart and unexpected juxtapositions were created with a split screen treatment to show more experiences and the breadth of offering, balanced by full screen imagery to accent breathtaking and authentic travel moments.

The call to action invitation asked the target audience to leave work or home early on Friday afternoon to extend their stay in region. The Extend the Weekend creative was delivered across digital channels including Facebook and Instagram, Google Display and was supported by an exclusive content partnership with Broadsheet.

The campaign increased awareness and intent for the identified target audience to travel and enjoy our region.

In November 2019 it won Gold for Destination Marketing at the Destination NSW Tourism Awards and in March 2020 it won Silver at the Australian Tourism Awards.



Destination Marketing: Sydney Showcases

2018 Pyrmont Festival

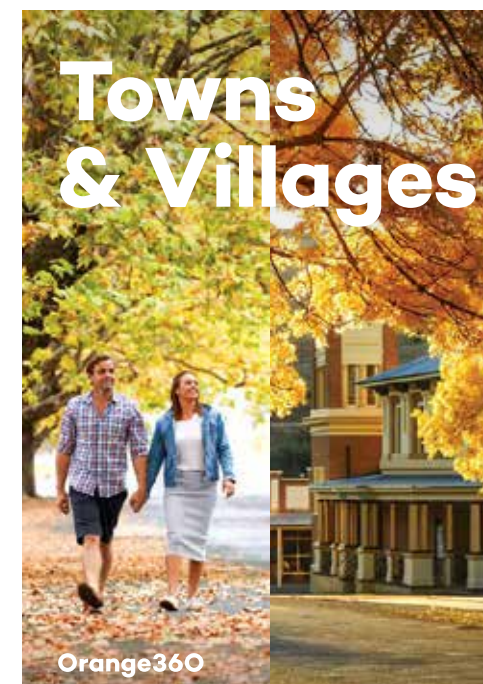
In September 2019, Orange360 once again joined the Pyrmont Ultimo Chamber of Commerce as their regional partner to present the 2019 Pyrmont Festival, a 10-day celebration of winemaker dinners, events and tastings. The festival launched with a 2-day showcase of 14 x Orange region wine brand and 2 x breweries in Pirrama Park which attracted an estimated 24,000 attendees, who altogether enjoyed over 100,000 wine and beer tastings. The festival launched with a 2-day showcase of 13 wineries, 3 local brewers, 4 producers, an accommodation property, a school and a recruiter.



Over 24,000 attendees who altogether enjoyed over 100,000 wine and beer tastings. All were invited to head west to a cooler climate to enjoy fine wines, fabulous food and explore the boundless opportunities.

2018 Lane Cove Food and Wine by the River

On the first Sunday November 2019, Orange360 partnered with Lane Cove Council for the 5th year to bring 14 x produce, wine, beer and gin stalls to the picturesque setting of Tambourine Bay Reserve on the Harbour. Whilst on far smaller scale to Pyrmont Festival this event allows are regional operators to share and connect with Sydneysiders and extend a warm and personal invitation to come visit and see for themselves.



Towns & Villages Guide

In 2019 Orange360 refreshed the Towns and Villages Guide to align with our other regional publications and to highlight the diversity of experiences and events that so many of our local communities hold dear.

Interesting content was gathered to share fun facts and local heros to build deeper intrigue and personality. The aim of the publication is to disperse our growing numbers of visitors out into our villages.

Once again we shared the natural beauty and stared local attractions to drive all year round visitation.

With an initial print run of 10,000, the guide is principally distributed in region via our Visitor Information Centres, accommodation members and the key locations in our villages.

The guide features advertising from 26 members of Orange360.

Wine Australia Project

The Orange Flying High 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 has shifted over the life of the project to visiting friends and relatives (VFR) strategy targeting Australian-based Chinese resident in Sydney.

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

- Destination Marketing through or official WeChat listing
- Expanding the Winter Fire Festival
- Agritourism Package Development
- Chinese language marketing collateral
- Sydney-based Chinese Ambassador Program

This VFR strategy is supported by the ongoing seasonal content development on our WeChat site and WeChat social media. The content is the equivalent to a light version of the Orange360 website, containing introductions to local cafes and restaurants, cellar doors, towns and villages, attractions, information about upcoming festivals, events and activities, latest media announcements and promotional videos.

This year's Winter Fire Festival (WFF) benefited significantly from the Wine Australia project. To support this Orange360 hosted a Sydney-based Chinese launch with over 60 Chinese travel agents, KOLs and influencers in attendance which lead to an increase in Sydney based Chinese attendees, including the Eugowra Camp Oven Cook OFF.

Relationships have been established Blue Mountains operators to leverage the international appeal of this destination, with planned Inbound Travel Agents (ITAs) famils post-COVID.



Orange COVID19 Response

In mid-March, Australia and the world were struck by the news of COVID-19. The impact was immediately felt by our local tourism, accommodation and events industries. Orange360's response was immediate; determining the impact on our members by obtaining industry insight and feedback with regards to COVID-19 and its impact.

The results informed our actions in how best to support our businesses by;

1. Continuing with our core business of Destination Marketing (67%)
2. Identifying new commercial opportunities for the region and operators (47%)
3. Focusing on local area marketing and advocacy (42%)

Our response:

- 1. Launch of Local Advocacy Campaign:** We launched the #TogetherOrange360 campaign to re-focus Orange360's communication strategy towards the local market during the COVID-19 health and economic crisis. The campaign sought to unify and rally the local community, and implemented a range of virtual events including the F.O.O.D Week Night Market @ Home which supported 49 local businesses to connect with local residents to order takeaway and delivery meals an online Mother's Day retail event and the Newcrest and Orange360 Staycation Giveaway to support and protect our community spirit in the peak of the COVID-19 crisis.

Orange360 advocated on behalf of local tourism and hospitality businesses with the local Business Chamber, RDA-Central West and Destination NSW.

- 2. Identified New Commercial Opportunities:** We worked with our accommodation sector to provide both the Orange Health Service and Western NSW Health District with a collated list of 12 properties and their COVID-Safe processes that would service the requirement to provide quarantine services for our region.
- 3. Digital Capability Training:** We encouraged our members to identify gaps in their digital marketing capability and informed Business HQ – Central West which in turn became a foundation for their Ahead of the Curve business support program funded by Newcrest.
- 4. Consumer Destination Marketing:** During this period people spent more time on their devices dreaming and planning for future travel. We continued to maintain our region's presence through ongoing consumer direct marketing and social media. Content was emotive to drive desirability and intent to travel and inspire local pride, as well as to educate our locals as to where they can host visitors when the travel restrictions lifted.

The full longer-term impact of COVID-19 on our local industry, and the whole domestic tourism market, is still yet to be determined. . Those regions, however, where visitor economies will rebound stronger, are those who'll have actioned short term responses and longer-term recovery strategies. Our visitor numbers since travel restrictions were eased give us reason to be optimistic, but we remain focused on investing in destination marketing, product development and training and development to sustain growth.

Newcrest & Orange360 \$120k Staycation

In the absence of visitors to our region as a direct result of COVID-19 restrictions, it was critical to keep our local tourism industry afloat and well supported. Orange360 responded immediately with its application to the Newcrest Community Support Fund for a \$120k direct investment into the local tourism and hospitality sector.

This was achieved through the development of 80 x Newcrest prize packs supporting local hospitality and retail businesses. Each prize package included:

- 2 nights' accommodation
- 2 x \$200 vouchers to food outlets; and
- \$500 in a shop local card for retail shopping

Businesses from across the 3 x Local Government Areas of Blayney, Cabonne and Orange were invited to register their participation so funds could be quickly distributed to locally owned businesses including accommodation, hospitality, retail, cellar doors and cafes and restaurants.

The secondary objective was to mobilise our local community within the Orange region to support those accommodation, retail and hospitality providers whose businesses would normally rely on tourism.

Mechanics

- Orange360 recruited the support of Southern Cross Austereo as the primary media partner with prizes given away each day across both local radio stations; Triple M and HitFM.
- Listeners were encouraged to register themselves (phone number and email address) with the announcers putting a call out each morning. To win, the participant was required to answer with, "I love Orange and the Central West".
- It was agreed by all parties that the project would utilise the existing Orange City Council Shop Orange program and software as it had over 80 x participating businesses registered.
- Orange360 managed the software loading onto the newly registered businesses existing EFTPOS devices.
- A total of \$40k was directly loaded onto Shop Orange cards.
- 139 businesses received Newcrest funds deposited into their bank accounts by mid-June 2020.
- The program ran consecutively for 4 weeks offering 4 prize packs per day – 2 per radio station from Monday 15 June 2020.

Outcomes

- Total media delivered **\$265,745** in on-air, social, radio and TV value.
- A total **1,304 media spots** were delivered.
- Total of **1,501 entries**
- Orange360 received **465 signups** for third party promotional material.
- Orange360 received an additional **15** new members as a direct response to the project.
- Shop Orange had **37** new business registrations.
- **100** local businesses had their names read out on-air.
- **144** businesses received direct financial assistance through prize packages and media buy.
- The project encouraged Orange City Council to provide an additional **\$50k** worth of COVID stimulus to local businesses via Shop Orange.

Funding Sources

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

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

During the 2018/19 financial year, Orange360 also received funding from the following sources:

- Destination NSW
- Department of Primary Industries (NSW Government)
- Newcrest Mining Ltd

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

2019/2020 Key Stakeholders



Wine
Australia



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.



