

Orange360

A family of five is walking and running through a lush green orchard. In the background, a man and a woman are walking towards the camera. In the foreground, two young girls are running towards the camera, slightly out of focus. The orchard has rows of trees with green leaves, and the ground is covered in grass. The sky is clear and blue. The overall mood is bright and cheerful.

Annual Report

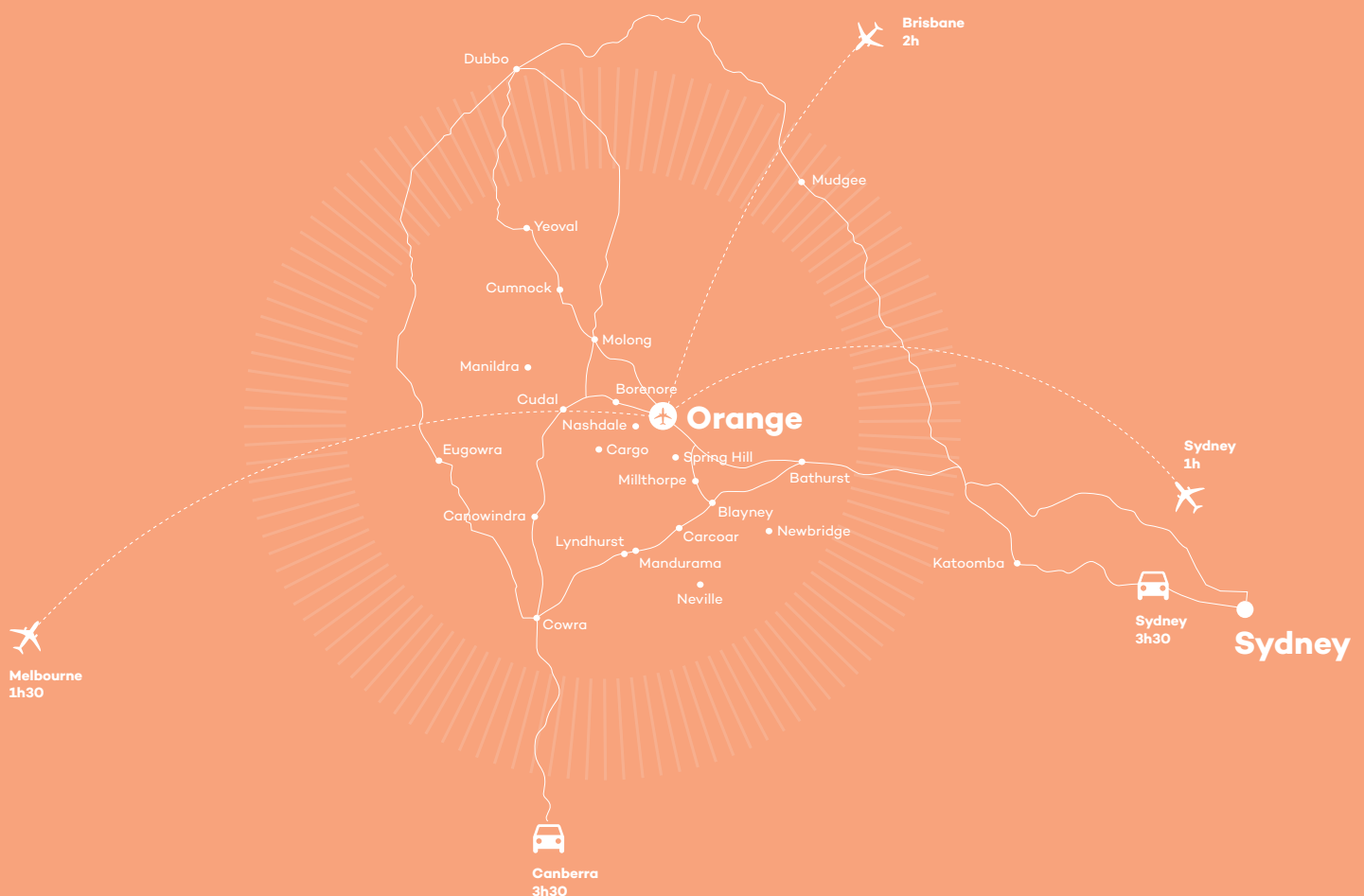
2024 Financial Year

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.

Orange360.com.au



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Cover photo by Kurt Tilse, House of Grooms.

Letter from the Chair



2024 has been a year of strengthening our foundations at Orange360. Following several extraordinary years of COVID-19 disruptions, community devastating floods and travel restrictions, we have focused on securing the future of Orange360 for all members.

Funding

Significantly, we have signed two-year funding agreements with Blayney, Cabonne and Orange Councils, with a view to offsetting future funding agreements with council elections. Our hope is that we can move to four-year funding agreements with our Councils from July 2026, as we continue to work together on building the visitor economy and appeal of our region together. The move away from what has been annual funding arrangements enables Orange360 to devote more time and effort into our core work of destination marketing and enable better value, longer term commitments with our suppliers.

Board and Governance

The Orange360 Board welcomed three new Directors in late 2023: Amy Van de Ven, David Cumming and James Robson. With additional marketing expertise on the Board, we have created a marketing “Think Tank” to work with the Orange360 team on marketing strategy. The Tourism sub-committee has continued to identify collaborative priorities from the Destination Management Plan, and as we move into 2025 are working together with the council economic development teams on long-term actions for the region.

In early 2024 the Board reviewed the Strategic Plan. This has resulted in a simplification of our organisation to focus on marketing, membership services and industry support. This has resulted in a reduction in revenue from additional services, offset by a corresponding reduction in expenditure, principally from the Accommodation Support Project. We also decided to invest in a refreshed website and membership and consumer relationship management system to better support members and our direct marketing ability, which contributed to a small deficit for FY24.

Peter Robson stepped down after many years as Chair and Director of Orange360 (and its predecessors) at the 2023 AGM. Peter's passion and vision for the Orange region was formative for the membership and organisation we have today. Thank you, Peter, for your personal effort and commitment to the region and the organisation; we continue to build on your vision and passion. Your contribution to the region over many years is simply outstanding.

Stepping down at this year's AGM, after many years of service as a Director, is Tony Cheney. Like Peter, Tony was a Board member in Brand Orange which preceded Orange360 and has served as Deputy Chair for many years in support of Peter and, lately, me. Tony's involvement in the visitor economy spans more than Orange360, and he is a champion of the arts in our region. Thank you, Tony, for your contribution to Orange360 over so many years.

NSW Government

We welcome the NSW Government's recently released NSW Visitor Economy Strategy 2030 Review which includes growing the experience economy, a focus on statewide infrastructure projects, and investment in a data platform for real-time visitation data and visitor insights. As an organisation supported by three regional councils and around 300 members, we are uniquely positioned in regional NSW to benefit from government funding to support the Strategy. We continue to work closely with Destination New South Wales and Destination Central West NSW to bring funding, product development opportunities and visitors to our region.

Organisation

Thank you to our General Manager, Ned Sweetapple, who continues to develop and add skills and experience to our small organisational team. Following a year of consolidation, particularly stabilisation of our funding, we are launching into 2025 with a clear plan, an improved website and member and consumer relationship management system in place. Well done to the entire Orange360 team for their time and commitment to these projects. We look forward to seeing you at our member events in 2025 and working with you to bring even more visitors to 'Enjoy The Now' and everything we have to offer in our region.

Stef Loader
Chair TDO Ltd, Board of Orange360

Executive Summary 2024

The Region's tourism recovery from COVID was positive. In November last year at the Orange360 AGM we reported that total visitation to the region for the year ending June 2023 (1.41 million visitors), was up 19.8% the year ending June 2022. Total expenditure in the region derived from visitors from outside the Cabonne, Blayney and Orange LGAs was up nearly 14% on the previous year – showing total visitor spend was estimated at \$446 million.

Orange360, the Orange Region, continues to show a strong “pandemic recovery” compared to other Central West Regions. The current Australian economic pressures on households, businesses and individuals though, has restrained the continuation of a positive trajectory for tourism metrics and visitation though over the past 12mths. Reporting on the year end June 2024, will not show the full extent of the “tightening of belts” that we are continuing to see in the back half of this year, and we expect 2025 will present similar challenges.

Orange360's focus this year has been on consolidation of our business operations building out product experiences and investing in our efficiencies and assets.

Key milestones and new incorporations this year include

- the refresh and update of Orange360.com.au in line with improved UX, navigation and brand appeal.
- investment in data and market intelligence through Localis to inform industry trends, visitation and spend impacts and marketing decisions.
- the consolidating of three in region guides into one low cost, versatile and user friendly in region publication and map,
- the incorporation of HubSpot Marketing and Sales Pro CRM platform as membership and consumer marketing management tool
- the creation of a new identity and brand for the Orange Wine Region marketing and promotion of our wines.

Our destination marketing efforts have been deliberately directed towards making an impact in the overnight domestic overnight market and increasing the awareness and overall appeal of the region in new and existing markets.

This strategy has resulted in the creation of a new marketing campaign branding and direction, of which we are very proud and are excited by the results of the first two iterations of “Enjoy the Now” seasonal campaigns. Enjoy the Now Campaign is nominated as a finalist in the 2024 NSW Tourism Awards.

Official Tourism Research Australia data shows that overnight visitors (domestic and international) spent 1.97 million nights in the Orange, Blayney and Cabonne

LGAs – a 26% increase on year ending June 2023. The region had a total of 1.32 million visitors last year; there was a decline in day visitation compared to the previous 12mths (-18%). This decline in day visitation was offset to an extent by the increase in overnight visitors; meaning total visitor numbers were reported as down but only by 6% on the previous year. In the economic circumstances this is considered reasonable and is favourable compared to other LGA's in the Central West. All comparable LGA's reported negative day visitation numbers which suggests a broad market decline. On a positive note, the total visitor spend across the Orange region is up 5% on last year, estimated at \$463 million.

2024 saw the renewal and refresh of the Orange360 Strategic Plan that reinforces our purpose and sets the direction for the organisation over the next two years. This Plan aligns with the continued and unified support from the Orange, Cabonne and Blayney Shire Councils as our funding partners, and has resulted in all funding agreements being extended or renewed until June 2026. The Orange Region Destination Management plan adopted in 2022 continues to provide guidance and the strategic direction for the development of the visitor economy across the region in collaboration with the local Councils.

Orange360 membership base reflects the diversity and depth of product in our region – reporting a total of 280 financial members across all sectors and across the region. We were delighted with the strong attendance this year at our members' events and the engagement of our members is very positive, along with the general support for Orange360. Three Member Forums and two satellite “village” forums and the weekly industry news publications and one on one collaborations provide a well-rounded communication loops, interactions and learning opportunities.

We continue to work closely with Newmont to facilitate the applications and distribution of the Newmont Orange360 Regional Event Fund. Orange360 through this fund and the continuation of event production services has forged strong and effective relationships with events and community organisations, encouraging the development of sustainable and well attended events.

There are always new opportunities and new challenges ahead, and with the solid support from funders, our community and the Board, Orange360 is in a good position to continue to deliver support and growth for the tourism industry across the Region. The investment made to date has created a solid platform and refreshed brand profile from which to continue to work to establish the Orange Region as one of Australia's leading destinations.

Orange360 Strategic Plan 2024-2026

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

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 and identify

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

1. 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.

2. Create visitor ready and unified industry

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

3. Connect industry, funding partners and all levels government.

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

4. 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.

5. 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.

Orange360 Brand Matrix

Level 1
Our Brand

Orange360

Level 2
Our
Campaign
Messaging

**ENJOY
THE
NOW**

Level 3
Our
Destination
Pillars

FOOD & WINE NATURE & OUTDOORS WELLNESS & RELAXATION CULTURE & HERITAGE ARTS & ENTERTAINMENT EVENTS



Level 4
Experiences and
things to do

- | | | | | | |
|-----------------------------------|--------------------------------------|------------------------------|-----------------------------------|---|------------------------|
| Restaurants | Gardens, parks & reserves | Accommodation | Indigenous cultural tours | Art Galleries & exhibitions | Business events |
| Cafe culture | National parks | Retail & shopping | Orchards & agriculture | Museums | Conferencing |
| Pubs | Caves & waterfalls | Spa & beauty | Gold mining | Live music | Showcases |
| Special dining experiences | Firepits & stargazing | Drives | Architecture & gardens | Community festivals & events | Weddings |
| Local produce markets | Picnic spots & lookouts | Pools | | Theatre | |
| Cooking Classes | Hikes & walking tracks | Golf | | Poetry | |
| Foodie Trails | Bike trails & cycling | | | Cinema | |
| Food Festivals | Playgrounds | | | | |
| Cellar doors | Balloon flights | | | | |
| Wine tours | Camping | | | | |
| Small bars | | | | | |
| Breweries and distilleries | | | | | |
| Wine festivals | | | | | |

Our Brand



**Dynamic
Playful
Brave
Open
Powerful**



Our Tone

**Proud
Friendly
Relaxed
Engaging**

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.

Major Stakeholders and Industry Partners

The Orange Region has a vibrant visitor economy, attracting 1.32 million visitors in the year ending June 2024.

Expenditure by visitors who live outside the combined local council areas of Orange, Blayney and Cabonne, has contributed \$463 million to the overall economy of the region the year ending June 2004.

The total spend is attributed mostly to domestic overnight visitors and day visitors. The region continues to see encouraging signs of Pandemic recovery in terms of international visitors – international overnight visitor numbers were 36% higher compared to the year end June 2019 and estimated to contribute up to \$19.8 million in expenditure in the region for year end June 2024.

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

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Major Stakeholders



Orange City Council

Population 44,244 persons **Gross Regional Product** \$4 billion **Key Industries** Healthcare and social assistance, Education, Tourism, Resources and renewables, Value-add in agriculture, 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.



Blayney Shire Council

Population 7,558 persons **Gross Regional Product** \$997 million **Key Industries** 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.



Cabonne Council

Population 13,825 persons **Gross Regional Product** \$1 billion **Key Industries** Agriculture, Forestry and Fishing

The Shire is located adjacent to the Mitchell Highway and partly surrounding the City of Orange. Cabonne, '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, Mullion Creek, Nashdale and Yeoval.

Industry Partners



Board Members



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



Name: Justin Byrne
Occupation: Business owner,
Strawhouse Wines
Company Secretary



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



Name: James Robson
Occupation: Business owner,
Ross Hill Wines
Experience: Director since 2023



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



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



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



Name: David Cumming
Occupation: Business owner, The Lane
Cellars / Define Wine Marketing
Experience: Director since 2023



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



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



Name: Amy Van De Ven
Occupation: Owner, Quest Orange
Experience: Director since 2023



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

Orange360 Team & Organisational Structure

Employment Category

- Full Time
- Part Time
- Contract



Membership

Purpose

Orange360 has a strong and diverse membership base that spans the LGAs of Orange, Blayney, and Cabonne, encompassing a variety of industries that reflect the broad benefits a thriving tourism sector brings to the entire region.

This membership base connects Orange360 and industry stakeholders, encouraging genuine connections, collaborative activations and product enhancement that help position the Orange region as a destination for travellers and visitors.

This structure is essential for cultivating a vibrant and interconnected tourism industry, that together, defines and showcases the unique essence of the Orange region.

Value

Orange360 offers members access to a single brand marketing platform that unites the region's tourism industry under a single, cohesive brand. This collective approach amplifies our market presence and drives 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 offers access to educational resources, training, and industry insights, helping members stay ahead of trends and continuously improve their offerings. By being part of a dynamic and connected community, members can leverage these advantages to grow their businesses and contribute to the region's ongoing success.

Strategic Priorities

Orange360's strategic priority through its Membership is to foster alignment and a unified approach aims to drive sustainable, long-term growth for both the region and the visitor economy.

Through targeted membership services and activations, we seek to strengthen member engagement, support product development, enhance the visitor experience and boost the region's appeal as a top travel destination.

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

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

Delivery

The measure of how relevant and valuable our membership is lies in the engagement and growth of our member base and the improved quality of tourism product available. The engagement and growth of the memberships this year has been positive and encouraging.

Our three membership forums in March, June, and September, were all well attended, and the topics and information presented were relevant and created plenty of engagement from our members. To provide additional networking opportunities for members, we held “satellite networking events” in Millthorpe and Canowindra.

One of the highlights was the Newmont Orange360 Tourism Workshop held in October, which saw 35 participants from across the region and across varying styles and types of events, all of which bring visitors to the region. The full-day session presented by event experts from the Australian Centre for Regional Events was highly regarded and delivered a wealth of knowledge and inspiration for the sustainability of our regional events.

We’ve been working closely with our Standard Membership holders to create greater marketing opportunities and options for developing product and awareness of the region. This includes collaborations on the new in-region visitor guide and our attendance at AIME 24 in Melbourne.

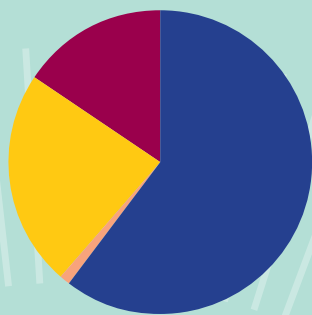
To keep members informed, the weekly Industry News eDM has become a go-to for timely updates. It’s been a great way for us to quickly share information and opportunities, allowing members to respond with speed and agility.

Orange360 has invested in HubSpot Sales and Marketing Pro—a powerful CRM platform which will help us manage our member database more efficiently, streamline our processes, and boost our digital and direct marketing efforts.

Our ongoing support for members has included onboarding new members and guiding existing ones through best practices in digital marketing, especially with ATDW. This has enabled members to reach new audiences and amplify their marketing through the Orange360 website and social media channels.

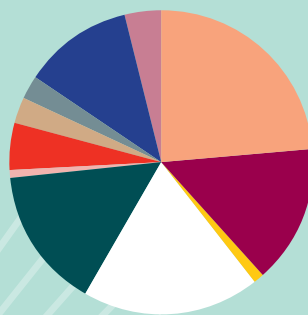
As of June, Orange360’s membership base remains steady, with a total of 280 members across all sectors and regions—a fantastic reflection of the value we continue to provide to our community.

Orange360 Membership



Membership Represented per LGA

- Orange 60%
- Bathurst (tours & accom) 1%
- Cabonne 23%
- Blayney 16%



Memberships by Sector

- Accommodation 24%
- Wine 15%
- Brewery 1%
- Restaurant, pub, cafe 19%
- Retail 15%
- Wellness 1%
- Tours/private experiences 5%
- Wedding, conference venues 3%
- Produce 2%
- Attractions, communities, events 12%
- Arts & Culture 4%

Event Production and Festival Support

Purpose

The focus of Orange360 is to promote the Orange Region as a visitor destination.

Our event production services support this goal and play a crucial role in supporting regional events and event organisers create unique events, deliver on customer experience, and showcase our regional strengths.

We aim to help

- drive recognition of and visitation to the region
- support for ongoing development and success of the region's events and festivals
- promote regional identity and brand
- foster regional engagement and pride

Orange360 is closely aligned with FOOD Week and the Wine Festival, our region's annual flagship festivals and takes the lead for the co-ordination of the annual Fire Festival, the emerging arts and cultural festival for the region.

These three major events provide promotional opportunities that align with our region's key experience pillars, building awareness and appeal of the Orange region for new and returning audiences.

New and emerging events are supported by Orange360 through the administration of the Newmont Orange360 Regional Event Fund, encourage the growth of our region events across the region and potentially the next flagship festivals.

Through provision of event production, and the alignments with marketing and promotion activities, Orange360 supports the economic development, enriches the region's events landscape, and contributes to the growth of the visitation to the region.

Value

Events and festivals are an important contributor to the visitor economy, driving tourism and local business growth. The addition of an Event Producer to the Orange360 team has significantly strengthened our capacity to support the development and success of regional events. This role, funded through fee-for-service agreements, adds strategic value by complementing our established marketing and promotional initiatives.

Our event and marketing partnerships with the Orange Region Vignerons Association and FOOD Week helps ensure the ongoing success of these flagship events, which are essential to our region's identity and appeal.

With the inclusion of event management expertise at Orange360, we have been able to bring renewed focus to emerging events, such as the annual Fire Festival. Additionally, we oversee the Newcrest Orange360 Regional Event Fund, supporting various recipient events across the region.

The Newmont Orange360 Regional Events Fund, backed by \$120,000 from the generosity of the Cadia Legacy Fund, plays a crucial role in the region's event offering by providing financial support to both emerging and established events. This fund enables investment back into the region to assist events such as Lonely Mountain Ultra, Orange Chamber Music Festival, Banjo Paterson Festival, Millthorpe Fire Fair, and Newbridge Winter Solstice, Canowindra Balloon Challenge, whilst also attracting sporting and special interest competitions to the region.



Forage - 2024 FOOD Week

Event Production and Festival Support

Delivery



Destination Marketing

“Our mission is to drive sustainable tourism growth, enhance visitor experience and promote economic prosperity in the Orange Region through innovated destination marketing, industry development and advocacy”

Purpose

The key focus of Orange360 is to promote the Orange Region as a visitor destination, through the delivery of strategic priorities including

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.

Orange360's destination marketing activations and campaigns aim to:

- Increase the awareness of and renew interest in the Orange Region as a destination to visit
- Drive appeal and consideration of the Orange Region
- Increase visitation to the Region and encourage dispersal to the region's towns and villages
- Increase length of stay and average spend
- Promote advocacy from existing visitors and residents to promote the Orange Region and return time and time again.

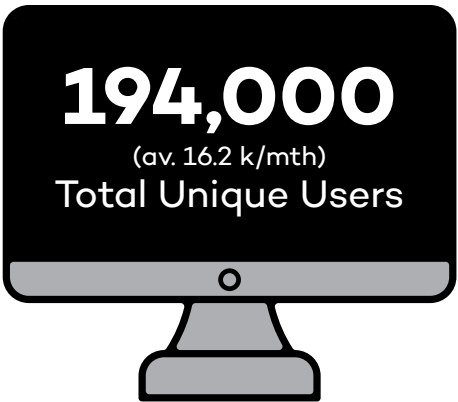
Value

The performance of Orange360 owned channels provides key insights into our audience behaviour and interests, appeal of content and engagement with the brand of the Orange Region.

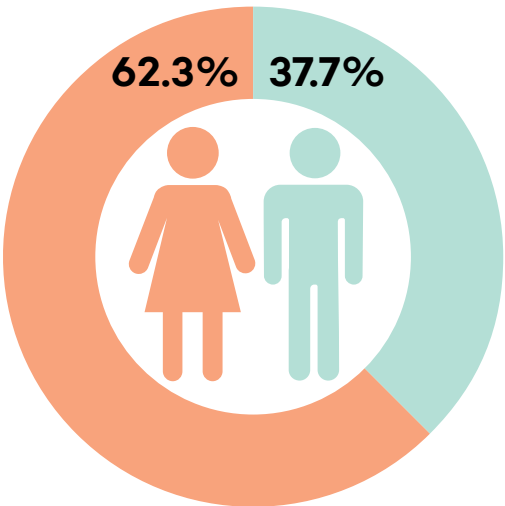
Measures of success of Orange360 marketing campaigns and activities:

- Website traffic orange360.com.au - spikes, engagement, tracking links
- Social Media channels – value led content and storytelling, audience growth, engagement rate monitoring, tailored content
- Editorial value and media reach – earned media through PR, media partnerships and collaboration and paid media
- Direct marketing engagement – eDM engagement and newsletter sign ups
- Event marketing and tickets sales and post event feedback via surveys
- Seasonal Marketing Campaigns

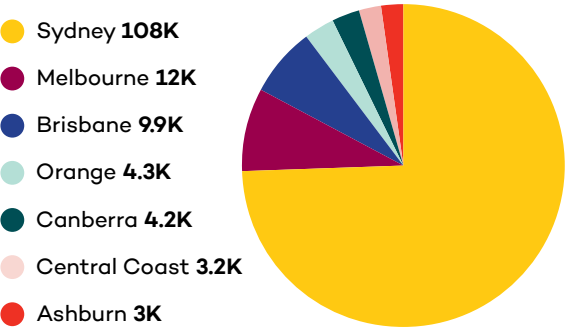
Total Unique Users



Audience – age, gender and location



Active users by town/city

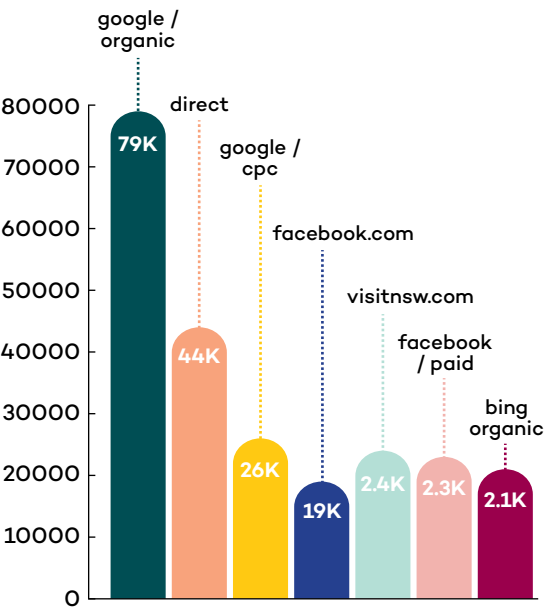


Most Viewed Pages

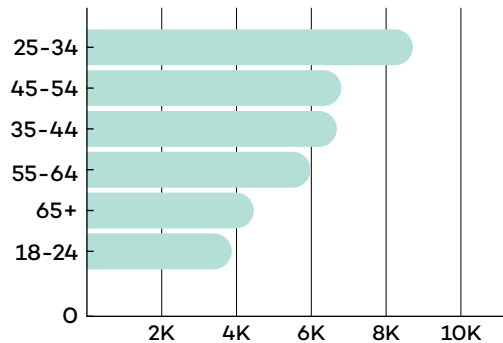
Top 4
most viewed pages

- 1 Events in Orange NSW
- 2 Orange360/Home page
- 3 Things to do in Orange NSW
- 4 Enjoy the Now

First User Source



Active users by age



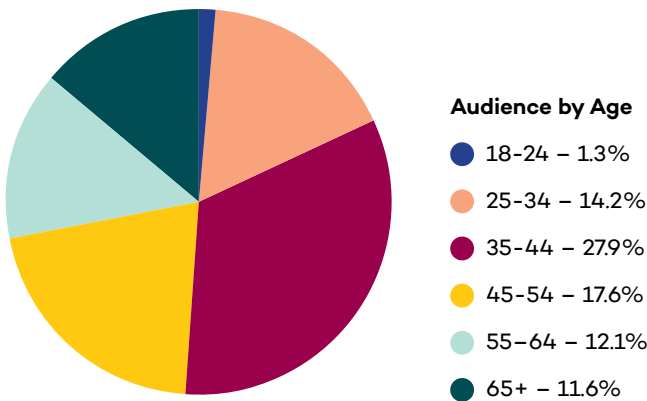
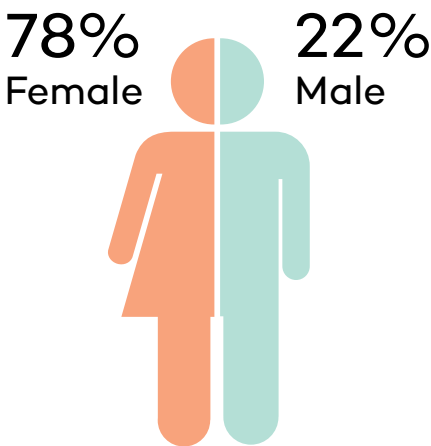
Source data: Google/organic, Direct, Google/cpc, Facebook/Instagram referral, VisitNSW

Social Media

Facebook Overview

Facebook Followers – 19,667k

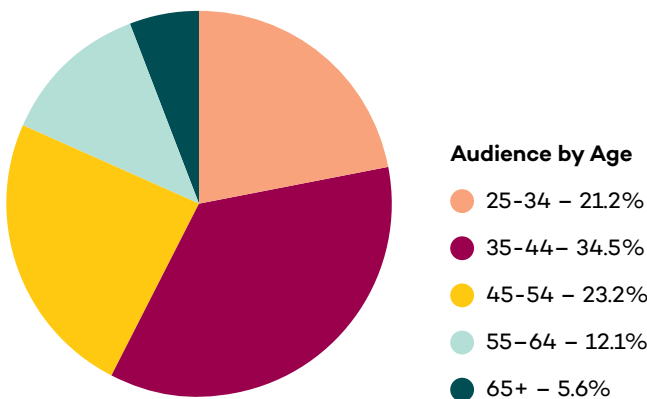
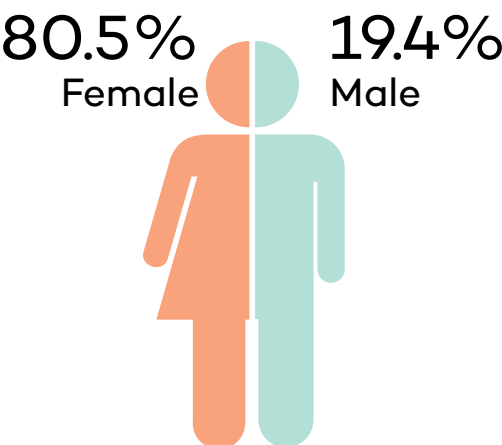
Audience by Gender



Instagram Overview

Instagram Followers – 16.4k (10% increase)

Audience by Gender



Media & PR

A well-defined approach to Media & PR can further amplify the brand of the Orange Region. By focusing on the following media strategies, Orange360 can extend the media's role in driving awareness, strengthening the awareness of and appeal of the Orange Region

Editorial and Earned Media Value

- **Strategic Storytelling:** Leverage organic editorials and stories by focusing on narrative-driven content that captures the essence of the destination, highlighting attractions and experiences and events.
- **Collaborative Content Creation** through media partnerships
- **Strong Media Relationships:** Build and maintain partnerships with media outlets and agencies to position Orange360 as a go-to source for information on the region's offerings.
- **Media Famils and Influencer Visits:** Co-fund media famil trips to the region with Orange360 members. Work in collaboration with the Central NSW Joint Organisation, to develop potential story content and leads, assist with curated and targeted itineraries to showcase unique experiences and align on strategic messaging.



Articles and editorials on the Orange Region have appeared in;

- **Concrete Playground**
- **Sydney Morning Herald**
52 Weekends Away
- **The Sunday Telegraph** Escape
- **The Weekend Australian**
Travel & Luxury
- **New Idea** 5 country escapes under four hours west of Sydney
- **Women's Day** Road trips from Sydney in less than four hours
- **Her Canberra** Spend the ultimate girls' weekend in Orange
- **Urban List**
- **Bicycling Australia**
- **Explore**
- **Sydney Morning Herald Traveller**
Six of the Best



Travel

Surf, sand and a stunning national park make Jervis Bay a holiday mecca.

HIT THE ROAD

The best road trips from Sydney – in just four hours or less

JERVIS BAY DRIVE TIME: 3 HOURS

SEE & DO Jervis Bay is famous for its crystal-clear white sand beaches. Boasting 20km of shoreline, it's one of the deepest bays in Australia, making it the perfect place to snorkel or stand up paddle. When you've had enough of the surf, explore the stunning Bootenba National Park, with its coastal sandstone cliffs, rainforests and dolphins.

EAT & DRINK After working up an appetite, head to the Jervis Bay Brewing Co. Camp for dinner, or grab some lunch at Coastal Goose Cafe at Hyams Beach. After a hearty lunch, you can't go past the lovely fare of Haddonfield Hotel and Jervis Bay Brewing Co.

SEE & DO The Cape Jervis Bay is an eco-certified property with transport options to visit the Bootenba National Park. If you're enjoying a romantic weekend away, book into Hyams Beach Seaside Cottages – each cottage is painted a pretty pastel colour.

ORANGE DRIVE TIME: 3 HOUR 30 MINUTES

SEE & DO Head out for an informative and all-inclusive wine tour with Orange Wine Tours. For something more active, embark on a six-stage cycling tour with food, wine, and museums and accommodation on the Orange Village Bicycle Trail. However, if a leisurely pace is more your style, indulge in some retail therapy at boutique like Jumbled at the Sonic.

EAT & DRINK Enjoy a gorgeous lunch at Rydge Street Local Store or at Anywhere Down. The Peacock Room & Bala Vista Bar is perfect for dinner with friends, while Bricks Noshery & Drinking Est. and Hay Boney are great spots for a pre or post-dinner drink. For something sweet, head over to Split Milk Bar for some Australian-made gelato.

SEE & DO Located in the heart of town is the Orange Orange, a refurbished motel-style stay with a boutique and fast retro feel. Not only a popular spot to base yourself for a weekend away, the rest of the town loves it too for its restaurant, garden bar and public pool.

BATHURST DRIVE TIME: 2 HOURS 45 MINUTES

SEE & DO This former gold rush city in the Central Tablelands of NSW is rich with history. By the 19th century, it was a hub of gold and whisky at Bathurst Orange Distillery, or if shopping is more your style, wandering the streets and courtyards of town.

EAT & DRINK Head to the Bathurst Hotel for incredible cocktails, and follow it up with a visit to Booting Dining for dinner. For something more casual, try Beckers Brewing Co. for an afternoon sipper, or head out to The Hub, and a quick coffee at Crema on George.

SEE & DO Nestled in the central heritage precinct of Bathurst, The Wood Store has five New York loft-style apartments with luxurious bespoke touches for a warm, at-home feel.

HUNTER VALLEY DRIVE TIME: 3 HOURS 15 MINS

SEE & DO Famous for its vineyards, the Hunter has more than 150 cellar doors on offer. Some favourites include Viner Tinkler Wines and Scarborough Wine Co., but you really can't go wrong. For those keen on exploring the great outdoors, the Hunter Valley Gardens are ideal, with Ben of walking paths, while a hot air balloon at sunrise is the perfect way to round out the weekend.

EAT & DRINK The Hunter also produces some incredible cheeses and chocolate. Check out Hunter Valley Chocolate Company, Cocoa Nib, Hunter Valley Smelly Cheese Shop and the Hunter Valley Cheese Factory.

SEE & DO Must accommodation around here comes in the form of villas and country estates. A few of our favourites are Warden Estate, Cedar Mount View, The Convent Hunter Valley and Hermitage Lodge.

BLUE MOUNTAINS DRIVE TIME: 1 HOUR 30 MINS

SEE & DO Close enough that you can go for a day, the Blue Mountains are an exciting beautiful in winter when the air is crisp. From Katoomba to Leura, you'll be spoilt for choice. Check out the famous Three Sisters, ride the world's steepest passenger railway at Scenic World, embark on a bushwalk or explore the charming boutiques in Leura.

EAT & DRINK Located in Blackheath, Blue offers the finest in local cuisine, while Alex Blackheath serves up delicious Mediterranean share plates. If you're after something slightly more casual but equally as good, check out Bowing Kitchen and Bar in Katoomba.

SEE & DO Top of the list is The Hyatt. Majestic Hotel, which features Art Deco lair accommodation and against the stunning backdrop of the Blue Mountains. Likewise, Resort & Spa is perfect for a relaxing stay, with onsite treatments to really help you unwind.

The golden touch

Orange is a city of gold. Discover the best of the region's history and heritage.

18-00 1771

W

Seasonal Marketing Campaigns

Enjoy the Now

A major highlight of 2023-2024 was the ideation and creative development of a new overarching campaign tagline for the Orange Region: “**Enjoy the Now.**” Created in collaboration with production agency House of Groms, Orange360 launched the campaign in Summer 2023/24. Since then, Enjoy the Now has grown and developed through Autumn and Winter campaigns, demonstrating measurable impact on key objectives and driving increased engagement and awareness of the Orange Region across our audiences.

The campaign’s purpose is to support the Orange360 brand by capturing the region’s essence and promise with a message that is both genuine and deeply connected to the region.

The umbrella brand of **Orange360** encompasses everything that colours the Orange region, Orange360 unites the people, places and produce that makes it unique. It’s about time spent with your inner circle: road tripping with friends, memorable family holidays, romantic escapes, experiencing events, creating your own adventure. It’s about accessing a huge range of activities in one place, discovering the full spectrum of events and activities hosted throughout the region all year round. This is a place you can return to time and time again.

‘**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 The Orange Region as the ideal country escape where you can focus on what really matters: genuine human connection”.



Desired impact

The desired impact of Enjoy the Now on our target market is to:

Increase

Awareness, appeal, intent to visit and visitation.

Engage

Inspire the target audience to visit the Orange360 region.

Create the feeling

The Orange Region is an ideal escape where I can switch off and reconnect with friends and family in a beautiful country setting.

Start to Think

Summer (or any time of year) is a great time to visit the Orange Region.

Do

Share ideas and plan my trip now.



Enjoy the Now – Summer 23/24

‘Enjoy the now’ campaign imagery, copy & video were used across media partnerships (online and print), Connect TV, Google Ads and social media owned, earned and paid channels. November 2023 - February 2024.

Awareness metrics

Awareness metrics on social media measure the visibility and reach of content and brand, reflecting the number of people reached by the Enjoy the Now campaign messaging.

Awareness measurements, (website traffic, audience growth, impressions and reach) showed, in comparison with the same summer period the year before

6%

increase in Facebook followers

3k

average non-follower accounts were reached per reel posted on Instagram

47K

Facebook video views during the campaign

48%

increase in Instagram profile views produced through reels and posts

3x

increase of seasonal campaign landing page views, attracting 2045 users compared to 500 the previous year.



Engagement metrics

Social media engagement measures capture how audiences interact with a brand's content and are essential for understanding impact and resonance.

Engagement measures such, reactions comments, shares, saves, video plays, follower growth and retention help gauge which content and strategies best resonate with the audience.

Average engagement rates were extremely positive. The inclusion of Reels and Video in the Enjoy the Now campaign assets have been valuable in terms of significantly improved audience engagement with the brand.

1.6%

average post engagement on Facebook

3.4%

average post engagement on Instagram

2.4%

average reel engagement on Instagram

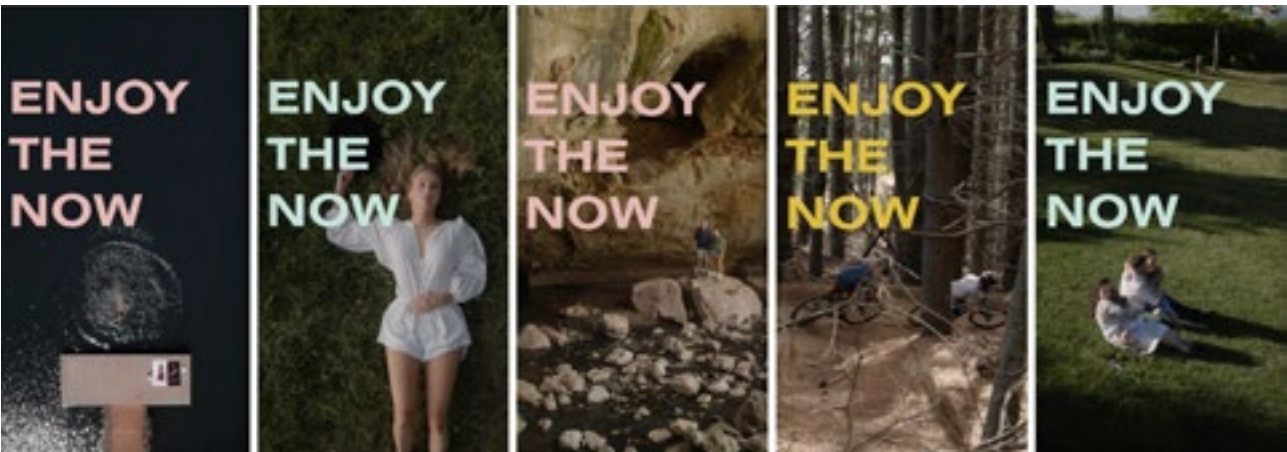
5%

average YouTube shorts engagement

Compared to the previous summer Instagram served a 21% increase in average post engagement and a 22% increase in website ([orange360.com.au/enjoy the now](https://orange360.com.au/enjoy-the-now)) clicks from Instagram.

Note: general travel and tourism destination benchmarks for engagement for Instagram is 1-3% and Facebook 0.5-1% and YouTube 0.5-3%.

Enjoy the Now summer campaign outperformed all channel benchmarks for Engagement rates.



Enjoy the Now – Autumn Winter 24

Shifting with the seasons the Enjoy the Now Autumn Winter Campaign focus was more around cooler weather activities, food and drink, shopping, fire and art.

‘Enjoy the now’ Autumn Winter campaign imagery, copy & video were used across media partnerships (online and print), Connect TV, Google Ads and social media owned, earned and paid channels. April – August 2024



Awareness metrics

Awareness metrics on social media measure the visibility and reach of content and brand, reflecting the number of people reached by the Enjoy the Now campaign messaging.

Awareness measurements, (website traffic, audience growth, impressions and reach) showed, in comparison with the summer Enjoy the Now campaign and showing continued growth and traction of the campaign in its second iteration.

916

New social media followers during the campaign

278k

Social media video views during the campaign (increase 458%)

14.1K

Orange360.com.au campaign landing page views

11.5K

users attracted on Orange360.com.au compared to 2045 the previous campaign

Social media engagement measures capture how audiences interact with a brand's content and are essential for understanding impact and resonance.

Engagement metrics

Engagement measures such, reactions comments, shares, saves, video plays, follower growth and retention help gauge which content and strategies best resonate with the audience.

Average engagement rates were extremely positive. The inclusion of Reels and Video in the Enjoy the Now campaign assets have been valuable in terms of significantly improved audience engagement with the brand.

3.6%

increase on average Facebook post engagement for autumn/winter (from 1.6%)

6%

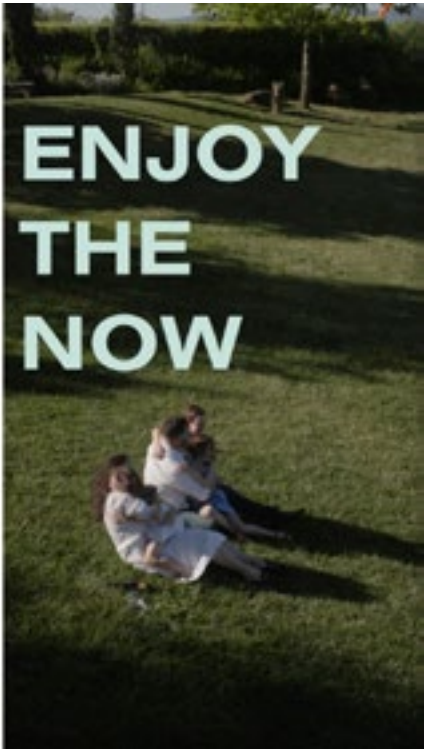
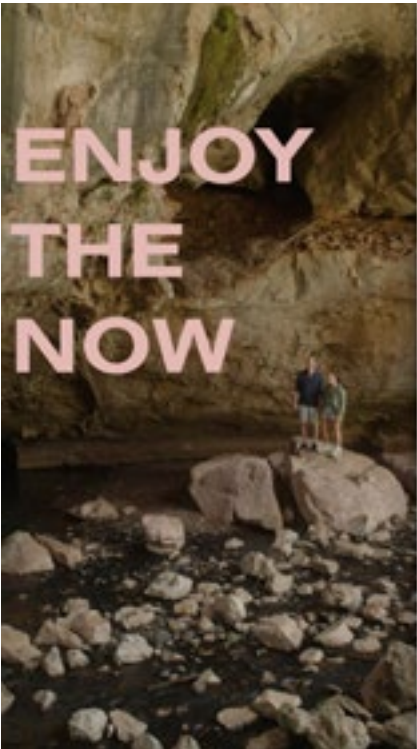
increase on average Instagram post and reel engagement (from 2.9%)

1.3%

increase on average YouTube shorts engagement (no new video content)

Note: general travel and tourism destination benchmarks for engagement for Instagram is 1-3% and Facebook 0.5-1% and YouTube 0.5-3%.

Enjoy the Now Autumn Winter campaign outperformed all channel benchmarks for Engagement rates.



Festival Marketing Campaigns

Winter Fire Festival 2023

4-13 August 2023

Winter Fire Festival marketing and promotion was incorporated in the 2023 Winter Campaign “Venture out to Nestle In”.

Marketing and media for the winter campaign, including Winter Fire Festival utilised a mix of traditional print media, digital marketing, PR, radio, social media and direct marketing.

Destination pillars of art and culture, food, wine and winter adventure underpinned the campaign messaging and the Winter Fire Festival event marketing, provides audiences with an additional and alluring reason to travel to the Region in winter.

Winter Campaign

May – July

Paid Social Media investment	Reach of 276,000 +
Organic social media	Orange360 Facebook, Instagram
PR & Media Partnerships (Digital and Print)	<ul style="list-style-type: none">Concrete PlaygroundAustralian TravellerDiscover MagazineLink AirwaysRegional Newspapers (Winter Fire Festival only)

Direct Marketing Orange360 Consumer News

June and July eDM

Database	7000 +
Average open rate	37% (up 13% 2022)
Average click rate	3% (up 82% 2022)

Orange360.com.au website traffic

May-August 2023

Users	79,451 (increase by 29% on 2022)
New Users	78,710 (up 18% on same time 2022)
Sessions	100,167
Page views	218,044

2024 Fire Festival marketing was supported by Destination New South Wales Regional Flagship Event Fund.

Winter Fire Festival Program

39 Events including featured events Millthorpe Fire Fair and Wood Fired, Eugowra

Paid social post

Spend	\$690 over 30 days
Reach	170.6k
Engagement	6,371
Link clicks	5,253
Interactions	1,118

Paid Social Post

Spend	\$1350 over 23 days
Reach	106.6K
Engagement	12,448
Link clicks	32
Interactions	4,576

Orange360 Instagram Organic Post

Reach	4,443
Engagement	183
Interactions	207



FREE

DISCOVER

CENTRAL NSW | JULY – AUGUST 2023 | SINCE 2007

WINTER

FIRE

FESTIVAL

2023

4 AUGUST

MILLTHORPE

FIRE FAIR

LIVE MUSIC,
STREET STALLS,
FIREWORKS

5 AUGUST

WOODFIRED

EUGOWRA

CAMP OVEN COOKING,
FIRE TWIRLING &
ENTERTAINMENT

4-13 AUGUST

FULL

PROGRAM

ARTISTIC EVENTS
STORYTELLING, LIVE MUSIC,
HEARTY FOOD & CRISP WINES,
BONFIRES & MORE

4-13 AUGUST ORANGE NSW

Supported by

Orange360

Orange City Council

Blueyay

YOUR ULTIMATE GUIDE TO EATING, DRINKING & SHOPPING

FESTIVAL PROGRAM

WINTER

FIRE

FESTIVAL

2023

4-13 AUGUST

THE ORANGE REGION NSW

Supported by

Orange360

Orange City Council

Blueyay

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HEARTY FOOD & CRISP WINES,
BONFIRES & MORE

Orange360

All year round.

Orange Wine Festival 2023

30 September – 31 October 2023

Orange Wine Festival marketing and promotion was incorporated in the 2023 Spring Campaign - wine travel, flavours and colours in the region. Funded by co-investment between Orange360 and the Orange Region Vignerons Association.

Marketing and media for the Spring campaign, including Orange Region Wine Festival utilised a mix of traditional print media, digital marketing, PR, radio, social media and direct marketing.

Destination pillar of wine, events, food and springtime adventure underpinned the campaign messaging, and the Orange Wine Festival event marketing provided audiences with the perfect travel impetus for Spring short breaks.

Spring Campaign

August – October

Paid Social Media Investment	\$2000
6 x paid social media ads	281.8k
Total reach	281,820 +

Organic Social Media

Orange360 and ORVA Facebook, Instagram

PR & Media Partnerships (Digital and Print)

- Gourmet Traveller + RON social media
- Country Style + RON social media
- Selector Magazine
- HER Canberra digital
- Regional Press (Wine Festival Only)
- Radio local
- Digital Google Ads and adwords

Direct Marketing Orange360 Consumer News

eDM edition	August, September and October
Database	7000 +
Average open rate	36.65% (benchmark 26.8%)
Average click rate	4.7 (benchmark 2.5%)

Stop and smell the rosé this spring—
why the Orange Wine Festival is your
ultimate roadtrip



POSTED ON 4 SEPTEMBER, 2023

Spring is in the air, and the days are getting longer—so why not celebrate the stunning season ahead with a wine festival?

Running from Friday 29 September until Sunday 29 October, the **Orange Wine Festival** is taking place once again alongside ripening canola, barley, wheat, and blossoming fruit trees to celebrate the region's thriving wine and food industry.

A scenic three-and-a-half hour drive from Canberra, Orange will host the month-long Festival boasting a program filled full to the brim with wine experiences that showcase the Orange wine region at its best—a picturesque backdrop for anyone planning a fun-filled weekend away tasting cool-climate wine with friends, family or someone special.

Here are five ways you can savour the colours of the Orange Region this spring—and from seasoned wine aficionados to those just discovering their palate, there's sure to be something to delight every taste bud. It's time to get planning so you can stop and smell the rosé.

Explore the Orange Wine Festival Night Markets

A market full of wine, and food is not to be missed. For one night only, head along to the Orange Wine Festival Night Market to join winemakers and vignerons as they showcase their award-winning cool-climate wines from the local region, all paired with the finest cuisine prepared by their clever chefs and cooks.

Taking place in Robertson Park, sit down to enjoy your feast (and some local music) at the communal tables, and enjoy a long, lazy afternoon as you watch the sun go down with a glass of wine in hand. And don't worry if you have little ones in tow—there will also be children's catering and activities on site!

“Working in partnership with Orange360 has allowed the Orange Wine Region to activate customer engagement across all levels of marketing from broad above the line brand campaigns to on ground tactical below the line customer engagements and activations. The ability to work with the broad marketing skillsets within Orange360 for the Orange Wine Region has been of great importance to the growth of our brand.”

Nick Segger Nashdale Lane Wines and President of ORVA

Orange360.com.au

Website traffic Sept - Oct 2023

Users	31K (30K new users)
/Orange Wine Festival (most viewed page)	23k views (up 6% on 2022)
/Events in Orange (second most viewed page)	8,.7K views
Users by gender	59% female 41% male
Viewers age	Skewed to 35-54

Orange Wine Festival Program

57 events across the month of October, including featured events Wine Festival Night Markets, Altitude, Public Wine Show Tasting.



Resulting PR & Media (Paid and Earned)

Media articles	57 (compared to 34 in 2022)
Total Reach	1,294 204
Ad Value	\$95,000
Editorial Value	\$285,000

Results



\$891.65
 SPENT OVER 70 DAYS

3,731
 LINK CLICKS

2,791
 LANDING PAGE VIEWS

108.8k
 REACH

4,289
 POST ENGAGEMENTS

Results



\$325.00
 SPENT OVER 31 DAYS

108.8k
 REACH

718
 LANDING PAGE VIEWS

1,034
 POST ENGAGEMENTS

FOOD Week 2024

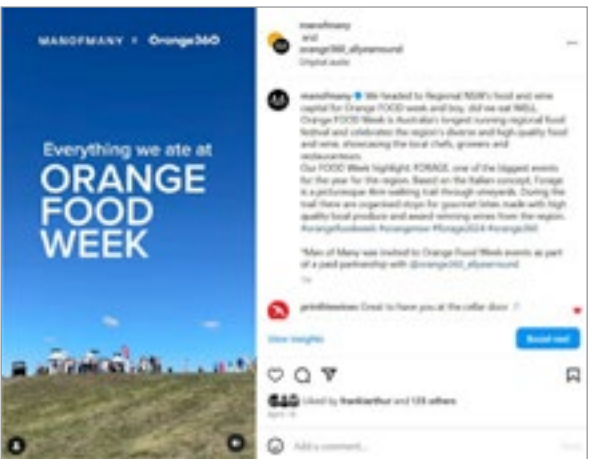
5 -14 April

The FOOD Week marketing and promotion was a standalone campaign focused on raising awareness, driving attendance across the entire program, and attracting visitors to the Orange Region for FOOD Week.

Primarily funded by the FOOD Week marketing budget, Orange360 contributed 15% of the marketing costs and managed the planning, preparation, media and PR, and campaign delivery on behalf of FOOD Week. This was done in collaboration with FOOD Week Committee and with Orange360's event production team.

The FOOD Week 2024 campaign engaged a diverse media mix, including digital and social media promotions through major publications, targeted social media ads, public relations and famils, radio spots, social media engagement, and direct marketing efforts. The campaign launched following the inaugural Orange360 summer brand campaign, *Enjoy the Now*, well timed release an event campaign and encourage bookings in the Orange Region.

To bring a fresh, contemporary feel to "Australia's longest-running food festival," Orange360 led a refresh of the FOOD Week logo and introduced a new campaign tagline, "Elevate Your Plate."



FOOD Week Campaign

January – March

Paid Social Media investment	\$1000
8 x paid social media ads	Program, FOOD Train and Shine the Light
Total reach	82,638 +
Total clicks	4,145
PR & Media Partnerships (Digital and Print)	<ul style="list-style-type: none">• Country Style + Editorial• Gourmet Traveller solus eDM• Pandemonium digital• Galah Press digital• Regional Press• Radio local• Discover Magazine• Digital Google Ads and adwords

Direct Marketing Orange360 Consumer News

February and March eDM

Database	7000 +
Average open rate	34.7% (benchmark 26.8%)
Average click rate	2.5% (benchmark 2.5%)

Orange360.com.au website traffic

February – April 2024

Orange360.com.au traffic	39K (traffic increased 63% on same period last year)
/OrangeFOODWeek landing page	27K views
Orange360 FOOD landing page	10,773 sessions (34% UP on the industry benchmark, showing consumers are learning about FOOD via other pages on the website)
Average dwell time	1:27 minutes (12.9% up on industry average)
Organic search	Accounted for the majority of sessions

FOOD Week Program

40 individual events across the month of October, including featured events FOOD Week Night Markets, Sampson St Lunch, Shine the Light on Producers, Forage and the Producers Markets& Brunch.



Resulting PR & Media (Paid and Earned)

New media digital collaborations and famils with media partners, Jessica Rizk, Charlotte Ree, Time Out Magazine, Broadsheet, Man of Many, Gourmet Traveller earned FOOD Week and Orange an Editorial Value: \$68,250 for minimal investment.

PR and Media editorial generate though Media Releases from Orange360 distribution earned

Articles written	120
Printed Reach	10,424,873
Desktop Reach	57,332,252
Mobile Reach	14,682,978



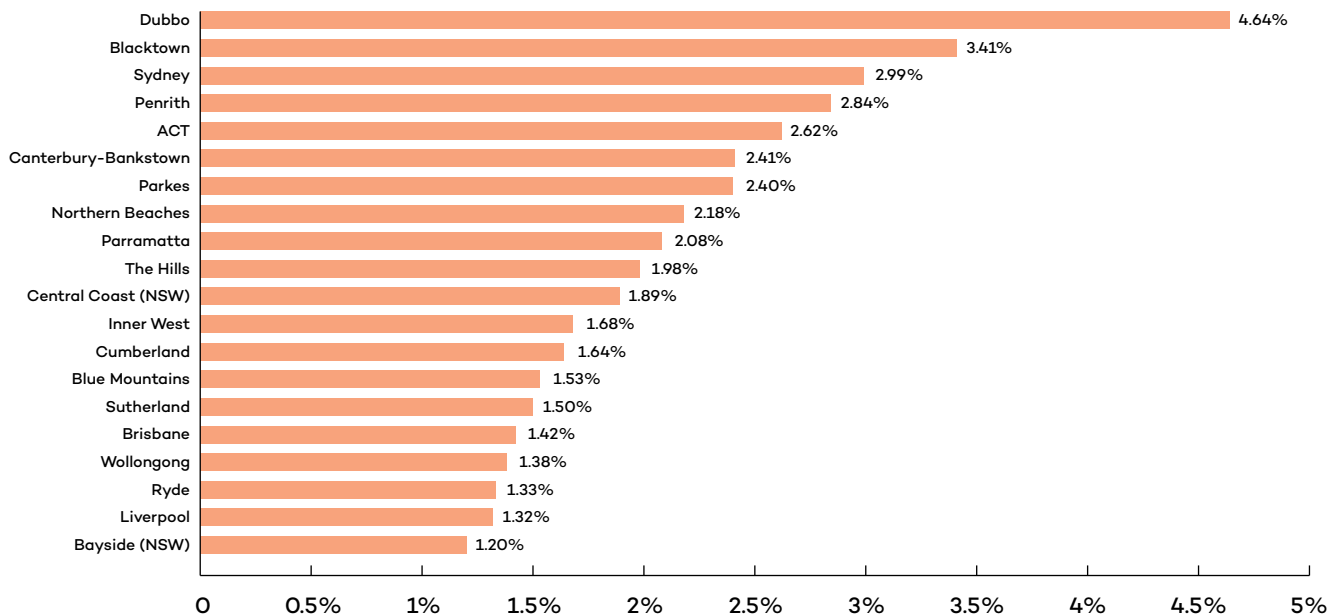
Visitor Statistics

Orange Region (Orange, Blayney and Cabonne)

	International Visitor	Domestic Day Visitor	Domestic Overnight	Total Year Ending 2024	2024 vs 2023
Visitor spend (AUD)	\$9.6million	\$115million	\$339million	\$463.6million	↑ 5%
Visitors	11,800	709,000	604,000	1,320,000	↓ 6%
Nights	507,000	0	1,420,000	1, 970,00	↑ 26%
Average Stay (nights)	N/A	N/A	N/A	2.4	↓ 7%

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

Top 20 Visiting LGA Areas (exc. Cowra And Bathurst)



Source: Localis

Overnight Visitors to the Orange Region by Residential Location

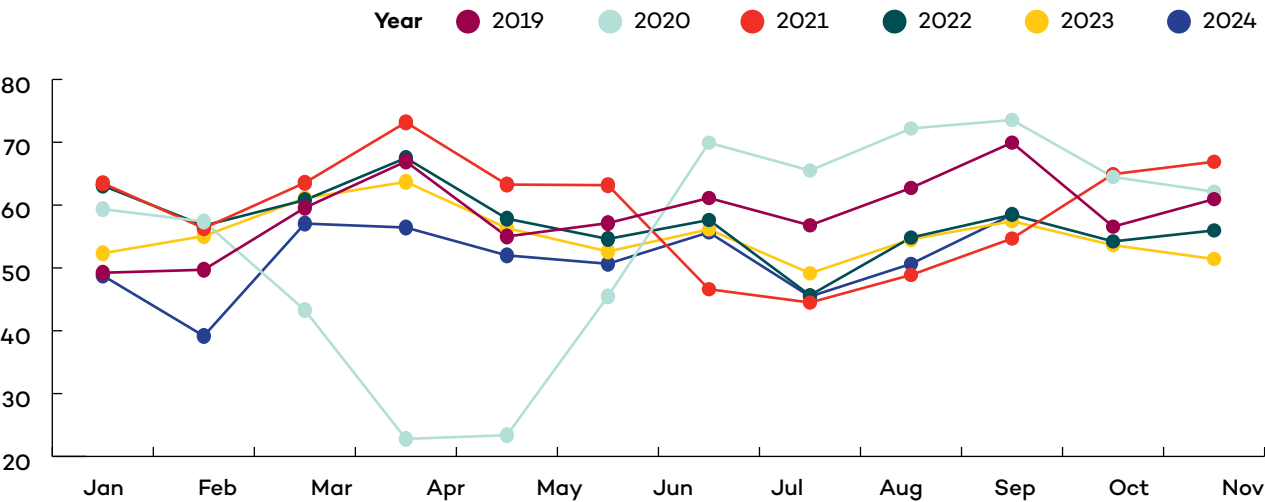
49%
Sydney

39%
Regional NSW

9%
Interstate
(inc ACT/QLD/VIC)

3%
International

Monthly Average Occupancy Year on Year



“The collaborative approach that Orange 360 facilitates across three LGAs to drive visitation and expenditure to the Orange Region positions the region as the number one contributor for the Destination Central West Region.

Moving forward as the State sets new ambitious targets for the visitor economy, the Orange Region is well positioned to capitalise on this growth, driving social and economic growth and opportunities for the stakeholders and their communities.”

Sean Haylan
General Manager, Destination Central West



Orange360

All year round.

TDO Limited t/as Orange360

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