Working with Orange360

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

Orange360 launched in July 2018, charged with promoting the entire region across four distinct seasons, all year round, and with a view to build on visitation during regional shoulder periods (May - July / November - January). Our purpose is to encourage close to 2 million visitors to our region to further discover all of the wonders and gems that are unique to us - our people, our places and our produce.

TDO Ltd, trading as Orange360, is a not for profit organisation.

VISION

To promote the Orange region as a destination of choice, so that it becomes a leading Australian regional destination by leveraging our natural assets and appeal.

The region is promoted through four experiential themes:

1. Wine, food and farm gates
2. Nature and magnificent landscapes
3. Rich cultural heritage and historic villages
4. Boutique retail

| FOOD & WINE		NATURE		HERITAGE		RETAIL
FOOD	**DRINK**	**WONDERS**	**OUTDOOR**	**HISTORY**	**CULTURE**	**RETAILERS**
Foodie Trails	Wineries & Wine Tours	Garden & Reserves	Hikes / Walking Tracks	Bushranger Tours	Museums	Boutiques
Local Produce Farmers Markets Providers	Wine Bars/ Small Bar Culture	National Parks & Waterfalls	Picnic Spots & Lookouts	Historic Tours	Art Galleries & Exhibitions	Gift Shops
Cafe culture	Boutique Breweries /tastings		Balloon Flights	Historic Towns, Architecture & Homesteads	Aboriginal Cultural Tours	
Restaurants	Food & Wine Festivals					
Cooking Classes						
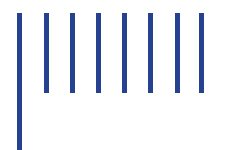
Orange360 Marketing Campaigns

EXTEND THE WEEKEND – JUNE 2019

The 'Extend the Weekend' campaign was a cooperative destination marketing campaign between Orange 360 and Destination NSW (DNSW) which ran between May and June 2019. The campaign consisted of paid social and digital advertising, a content partnership through media platform 'Broadsheet Sydney', and Public Relations social influencer familiarisation (famil) activity. The campaign was awarded Gold for Destination Marketing at the 2019 NSW Tourism Awards and Silver for Destination Marketing at the 2019 Australian Tourism Awards.

The campaign was designed to increase awareness of the Orange region, and consideration and intent to travel amongst the 28-34-year-old target audience from Sydney. We continue to use this creative and will compliment the marketing assets with refreshed content that will appeal to the 55+ market in order to drive mid-week visitation'.
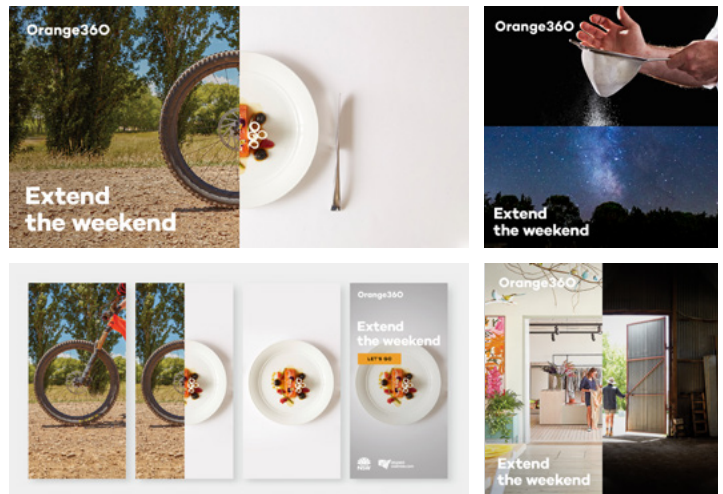
WE WANT YOU BACK – JUNE 2020

This campaign is a partnership between 10 Local Government Areas/Orange 360, Central NSW Joint Organisation and Destination Country and Outback, and targets the VFR market (visiting friends and relatives) which makes up 35-40% of travellers within and across the region.

Local tourism heroes in Orange, Cabonne and Blayney were filmed to feature in the campaign designed to stimulate tourism across the region once travel restrictions were eased in June 2020. The aim of the 'We want you back' campaign is to create a personal connection between the locals and travellers we want to welcome back to help stimulate the economy. The videos are a quick virtual trip into the Central NSW countryside and provide genuine inspiration on local food and wine experiences, boutique shops, places to stay, attractions, art and culture, nature and historic villages.

Public Relations and Media Activity

Orange360 maintain strong relationships with a variety of journalists, media platforms and news outlets, and actively pitch stories to media to generate media coverage for the region based on key destination pillars, seasonal activity or festivals and events. Additionally, media opportunities are often presented to us directly from journalists and publications dependent on the angle they are looking for.

Orange360 also work closely with Destination NSW, and Visit Central NSW, an initiative of CENTROC (Central NSW Joint Organisation of Councils), who will present media opportunities to us, usually tied to campaigns they are working on (for example: LoveNSW campaign and We Want You Back).

Depending on the content themes of the media opportunity presented, Orange360 will put forward a selection of operators that best fit the desired story, the publication or platform, and their audience demographic. Based on feedback and preferences of the journalist or publication a media familiarisation (famil) itinerary is then created – usually by Orange360, but sometimes you will be contacted directly by DNSW or Central NSW Tourism.

Famils are usually provided free of charge or at a heavily discounted media rate because they are a very effective means of generating publicity for your business. Sometimes there is budget to cover costs, other times there is not, and we endeavor to be fair and reasonable in our requests of you in these instances.

Inviting a journalist to experience a product does not place them under any obligation to write about it. However, if it is worth writing about it is most likely that they will.

Sometimes articles can take some time to be published and may not appear for up to six to twelve months after the visit.

To ensure we can maximize media opportunities for the region, please:

- Keep us up to date with your product offering or changes to your visitor experience

- Ensure your website is functional and up to date

- It helps a lot if your products or experiences are bookable online

- Provide a selection of high quality images that can be supplied to media – a picture tells a thousand words!

- Be active on social media and share good quality content using the #orange360 hashtag - media do their research before they come!

Social Media

Orange360 focuses on stimulating conversations about the region through key platforms including Facebook, Instagram, YouTube and LinkedIn. We aim to create communities of highly passionate and loyal followers who want to know and share information about our region.

Social media can be a powerful tool in generating positive conversations and referrals about your product or service.

One of the great benefits of social media is its immediacy. Updates provide real time information to anyone interested in your product. Social media posts should inspire and contribute to a community, not spam them with unwanted advertisements.

To view the Orange360 Social Media Guidelines click here.

/Orange360allyearround
14.7k Followers

@orange360_allyearround
#orange360
10.2k Followers

Orange360

/orange360allyearround/

Website – Orange360.com.au

The Orange360 website has been designed to be the number one resource for planning and booking a stay in the Orange360 region.

All operator and event listing content on the website is self-managed via the Australian Tourism Data Warehouse (ATDW), a national platform for digital tourism information in Australia. A feature of premium membership is for your website listing to feature at the top of a category, as well as to have any events displayed within your page listing. All other listings for basic and standard members feature in a random order by listing type, within a collection.

ATDW is a central distribution network for tourism industry product and destination information across Australia. ATDW distributes product listing through a network of over 200 websites and portals, enabling consumers to see your product, and potentially book it.

Before you commence your ATDW-Online listing, it's important you have the below mandatory information readily available. If you cannot provide this information, the platform will not allow you to submit your listing for publication.

At least one landscape image
With a minimum image size of 2048(w) x 1536(h) pixels and a maximum of 10MB in file size. Most smartphones will by default take an image of this size. Check your phone's camera settings if you aren't sure.

Product description
Your business or event description should describe the experience a visitor will have and highlight what makes it unique. Short sentences work best as it makes for quicker reading. Do not include URL links, dates, times or phone numbers.

Contact details
At least one email, phone or website URL where consumers can contact you.

Address details
The physical address of your business or event. This is essential for mapping purposes.

Accessibility
Does your business or event actively welcome people with access needs? Do you have a current access and inclusion statement that you can make available?
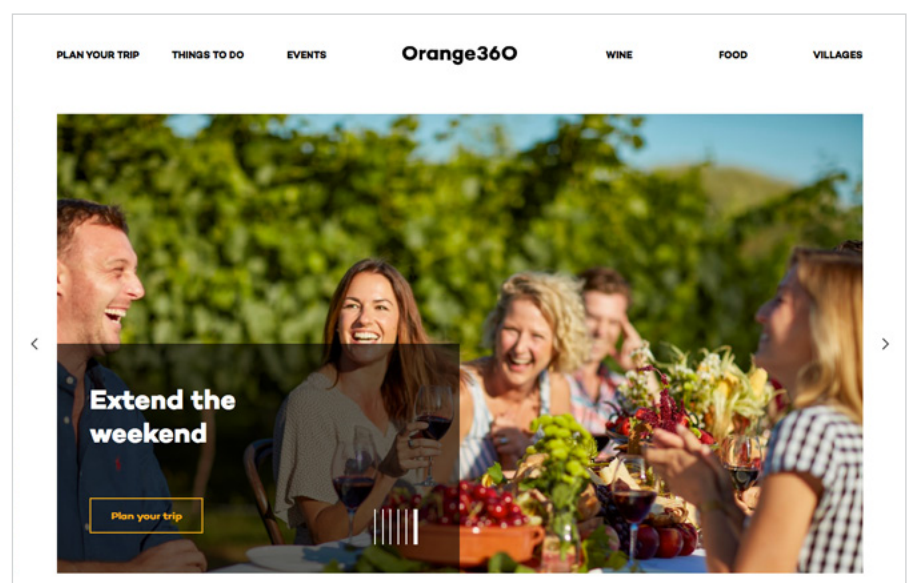
Other relevant regional websites:

www.orangewineregion.com.au
www.orangefoodweek.com.au
www.orangewinterfirefestival.com.au
www.visitcentralnsw.com.au

Research & Insights

Tourism Research Australia
www.tra.gov.au/Regional/Local-Government-Area-Profiles/local-government-area-profiles

Travel to Central NSW YE March 2020: www.destinationnsw.com.au/wp-content/uploads/2020/08/central-nsw-time-series-ye-mar-2020.pdf

Central NSW Visitor Profile YE March 2020:
www.destinationnsw.com.au/wp-content/uploads/2020/08/central-nsw-fact-sheet-ye-mar-20.pdf

Destination NSW Image and Video Library

Destination NSW's image and video galleries contain still and moving imagery that is free of charge for use. You can supplement your own imagery in your marketing activity, collateral including brochures and flyers, as well as your websites and training presentations.

CONTENT LIBRARY

Images and videos can be one of the most effective methods of communicating the true nature of your tourism experience. A really good image can make the difference as to whether your experience is booked, event tickets are purchased and whether media are interested in your story.

- Make sure you have a selection of interesting, high-quality images. Ensure they are motivational and that the people in the images bring the experience to life. Investing in a professional photographer can pay off in terms of publicity via the media. Remember, your images tell the story of your product.
- Avoid using out-of-date imagery. This is mostly noticeable through style of clothing, hairstyles, vehicles and built environment or infrastructure.
- Most publications will require high resolution images, a minimum of 300 dpi and around 1MB in size.

Orange360 will share hero images and digital assets to members for signature festivals throughout the year.

Further Resources and Advice

STATE TOURISM ORGANISATIONS

DESTINATION NSW

Subscribe to the Insights newsletter for the latest industry news and opportunities.

Contact the Destination NSW Industry Development team for product development feedback and advice on product@dnsw.com.au.

DESTINATION COUNTRY AND OUTBACK

Destination Country and Outback (DNCO) is one of six Destination Networks in NSW and covers 61.2% of the State, 38 council areas as well as the Unincorporated Far West Region of NSW.

MEET IN REGIONAL NSW

Strategy and support for regional conferencing www.meetinnsw.com.au/

TOURISM AUSTRALIA

Subscribe to Essentials to get updates on Tourism Australia resources, opportunities and live webinars. https://www.tourism.australia.com/en/events-and-tools/industry-resources.html

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