

## TOURISM AND PROMOTIONS REPORT (April 2021)

Areas Projects	Objectives	Progress and Comments
Visitor Information Centre and Submarine Museum	Offering visitors to Greater Hume information and advice on accommodation, places to eat, attractions, maps, tours, road conditions, events and other general information. Reception and admission to Submarine Museum. Implement the Greater Hume Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.06, 3.3.1.1.05</b>	<ul style="list-style-type: none"> <li>• <b>Visitor Information Centre Statistics:</b> 2021 - Walk In – 2047, Phone Calls - 35, Emails – 1. 2019 - Walk In – 1806, Phone Calls - 33, Emails – 7.</li> <li>• <b>Submarine Museum</b> 2021 - Adult - 159, Child - 87, Concession - 139, Family – 107, Group – 6, Total - 498. 2019 - Adult - 134, Child - 26, Concession - 152, Family – 107, Group – 85, Total - 504.</li> </ul>
Events	To assist with the promotion of Greater Hume's many and varied events. Implement the GH Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.01, 3.3.1.1.08</b>	<ul style="list-style-type: none"> <li>• Assisting ANZAC Day events as well as Jindera Community Garage Sale, Holbrook Sheep and Wool Fair, Walla Walla Show n Shine, Battle of the Borders (National Carriage Event) and other smaller events.</li> </ul>
Social Media	Implement and enhance online communication tools using technologies such as social networking mechanism. Implement the Greater Hume Visitor Experience Plan.  <b>Delivery Plan 3.3.1.1.09</b>	<ul style="list-style-type: none"> <li>• <b>Instagram, #visitgreaterhume</b> – 790 followers</li> <li>• <b>Individual facebook pages:</b> <ul style="list-style-type: none"> <li>○ Greater Hume Council – 2531 followers</li> <li>○ Greater Hume Visitor Information Centre – 561 followers</li> <li>○ Holbrook Submarine Museum – 1115 followers</li> <li>○ Greater Hume Children's Services – 852 followers</li> <li>○ Greater Hume Youth Advisory Committee – 412 followers</li> <li>○ Buy Local in Greater Hume – 483 followers</li> </ul> </li> </ul>
Promotions	To promote Greater Hume as a place to visit or stay, whether for ½ day, full day or more. Implement the GH Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.01, 3.3.1.1.08</b>	<ul style="list-style-type: none"> <li>• Emailed 'What's On in April leaflets to Visitor Information Centres in NSW and VIC, coach/bus/tour companies, tourism operators within shire and regional, media, visitor information points and to interested residents in shire.</li> <li>• Developing and have commenced rolling out of social media tiles on towns and villages, tours and itineraries.</li> </ul>
Australia Day	Recognise community leaders and their efforts and encourage others in the community to take up leadership roles.  <b>Delivery Plan 1.1.2.8.1 and 2.1.1.1.1</b>	<ul style="list-style-type: none"> <li>• Australia Day 2022 in Greater Hume, EOI to host 2022 has been sent out to all community organisations, community newsletters, website and social media. EOI will close on 28 May with a report to June meeting.</li> </ul>
Signage	Implement the Greater Hume Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.03</b>	<ul style="list-style-type: none"> <li>• Currently looking at grant opportunities for further signage.</li> </ul>
Greater Hume Council Newsletters	Redesign the format and content of Council's quarterly newsletter to ensure effective and targeted content. <b>Delivery Plan 1.2.1.1.3</b>	<ul style="list-style-type: none"> <li>• Greater Hume First 2021 Newsletter is out with information on 2021 Local Government Elections, supporting local businesses, Have Your Say – Draft 2021-2022 Delivery Plan and 2020-2021 Operational Plan, Disability Inclusion Action Plan, Australia Day address by Anupam Sharma, Greater Hume Australia Day 2021 @ Walbundrie, Riverina Water funding, Holbrook Landcare update, Waste Facilities Opening Times and Accepted Waste and many other regular items.</li> </ul>

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Murray Arts	Murray Arts aim is to actively assist the ongoing development of, and participation in, arts and culture throughout the Border region. Implement the Greater Hume Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.04</b>	<ul style="list-style-type: none"> <li>• Murray Arts have commenced planning for 2021.</li> <li>• Developed a Cultural Round Table Group to support the arts in the Murray Region.</li> </ul>
Greater Hume Tourism	Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. <b>Delivery Plan 3.3.1.1.06, 3.3.1.1.05</b>	<ul style="list-style-type: none"> <li>• Monthly newsletters are being sent to all Greater Hume Tourism Operators, providing latest information on COVID 19, tourism opportunities, marketing, social media and promotional campaigns as well as relevant contacts and statistics.</li> <li>• Currently managing 154 Greater Hume ATDW Listings. The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. Established in 2001, the ATDW is jointly owned and managed by all Australian state and territory government tourism bodies. ATDW distributes this information to over 60 partners' websites to support local tourism businesses in expanding their online exposure, bookings and marketing.</li> <li>• Continuing with social media Welcome to Greater Hume and providing tours and ideas of what people can do in Greater Hume.</li> </ul>
Murray Regional Tourism (MRT)	The MRT is a joint venture between Albury, Balranald, Berrigan, Campaspe, Corowa, Deniliquin, Gannawarra, Greater Hume, Mildura, Moira, Murray, Swan Hill, Wakool, Wodonga, as well as Tourism Vic and Destination NSW. <b>Delivery Plan 3.3.1.1.04, 3.3.1.1.07, 3.3.1.1.16</b>	<ul style="list-style-type: none"> <li>• Murray Regional Tourism is currently holding monthly Zoom meetings with all Tourism Managers to assist with advocacy and commence planning for 2021.</li> <li>• A Visitor Information Centre network is meeting via Zoom on a monthly basis.</li> <li>• Murray River Traveller Guide is now available in all regional Visitor Information Centres.</li> <li>• Murray Regional Tourism and Destination Riverina Murray are funding a mentoring program (through Karen Oliver Tourism) to develop new tourism experiences and enhance ongoing experiences. Four of Greater Hume's operators applied for the program with two successfully obtaining a place in the program, Flyfaire Wines (Woomargama) and Holbrook Paddock Eggs (Holbrook).</li> </ul>
Museums and Heritage	GHS currently has 10 public or private museums and three historical societies. Museum Advisor (Vanessa Keenan) – In partnership with Albury City Council and Museums and Galleries NSW we have engaged the services of a museum advisor. <b>Delivery Plan 3.3.1.1.14</b>	<ul style="list-style-type: none"> <li>• The Museum Adviser has been engaged again for 2021. During Dec and Jan we have applied for two grants and have been successful in obtaining both, see Grants and Funding for more information.</li> </ul>

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<p>Grants and Funding</p>	<p>Greater Hume Council and community groups have had the opportunity to bid for funds from NSW and Federal Government for various projects across the Shire</p> <p style="text-align: center;"><b><i>Delivery Plan 3.3.1.1.04</i></b></p>	<p>The following grant applications have been recently submitted:</p> <ul style="list-style-type: none"> <li>• <b>Austrade’s Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000</b> – Greater Hume and Henty Machinery Field Days Promotional Production - This project will be developing and promoting the videos, photography, social media posts, advertising and Hume Highway signage in order to attract visitors both old and new to Greater Hume and Henty Machinery Field Days. – <b>SUCCESSFUL.</b></li> <li>• <b>Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745</b> - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub - As an extension of the regional museum outreach work undertaken by Albury City and Greater Hume Councils through the M&amp;GNSW funded Museum Advisor Program, Albury Council has entered into written agreements with seven community museums and collecting organisations in the Murray region. The Project will involve the engagement of a Digitisation Project Officer and the repurposing and fit-out of a digitisation workshop space and studio at the LibraryMuseum’s offsite storage facility. The Project Officer will coordinate a program to implement the AlburyCity &amp; Greater Hume Museum Digitisation Strategy. Council will purchase specialised digitisation equipment and implement professional training programs that will build and maintain skills responsive to the capacity of individual museums, facilitating the digitisation of at least 400 objects. Council and partners will continue to offer regular digitisation training, a collection database and equipment availability and assistance as well as an equipment loans system to each organisation into the future. <b>SUCCESSFUL.</b></li> <li>• <b>NSW Government - Bushfire Local Economy Recovery Fund - \$451,054</b> – Hanel’s Lookout - This project at Hanel’s Lookout (Woomargama National Park) will create viewing platforms, walk ways, sealed carpark, sealed Hanel’s Road, toilet, picnic area and signage. – <b>SUBMITTED, AWAITING OUTCOME</b></li> <li>• <b>Museums &amp; Galleries NSW - \$13,000</b> - Greater Hume will be engaging 2 x local creative to research, develop, film and edit a 6 episode web series focused on the interpretation of objects and stories from each of the community museums, Culcairn Station Masters House Museum, Headlie Taylor Header Museum, Holbrook Submarine Museum, Holbrook Woolpack Inn Museum, Jindera Pioneer Museum and Wymah Schoolhouse Museum. <b>SUCCESSFUL.</b></li> <li>• Continued to supply Letters of Support and advice to Community Groups for Grant Applications.</li> <li>• Working with local tourism operators and event organisers on the following funding opportunities: <ul style="list-style-type: none"> <li>Tourism Product Development Fund (Closes 31 March): <ul style="list-style-type: none"> <li>• Stream 1 - Refresh and Renew Fund: Offering \$10,000 grants to regional tourism operators to update their product or experience.</li> <li>• Stream 2 - Experience Enhancement Fund: Provides between \$50,000 and \$150,000 in matched funding to assist operators upgrade existing accommodation to improve their star rating, upgrade business and leisure event venues and facilities, repurpose existing infrastructure to provide new facilities or experiences not currently available within the destination, or to create new tourism attractions or experiences.</li> </ul> </li> <li>Regional Business Event Development Fund (Closes 30 April): Grants of up to \$30,000 to create, attract and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans.</li> </ul> </li> </ul>
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