

# TOURISM AND PROMOTIONS REPORT - APRIL 2022

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## Greater Hume Council Websites

### Delivery Plan - 1.1.2.1

**Objective** - Engagement by Council to demonstrate Council leadership. (Continued implementation of the GHC Communication Plan.) (Maintain and manage the Greater Hume Council suite of websites which are compliant with accessibility standards. Seamless CMS(OpenCities) is the provider of Council's websites – Greater Hume Council, Visit Greater Hume, Greater Hume Children Services and Town and Village websites.)

### Comments

		Greater Hume greaterhume.nsw.gov.au		GH Children Services ghchildren.com.au		Visit Greater Hume visitgreaterhume.com.au	
April 2022		22	21	22	21	22	21
Website Traffic	New	5188	3960	349	520	923	522
	Returning	1690	1355	130	219	151	49
Traffic Source	Organic	3591	3240	280	561	573	339
	Direct	1023	705	177	158	125	77
	Referral	1240	593	5	1	277	82
	Social	136	252	17	19	0	35
Device Paths	Desktop	2791	2159	207	320	360	213
	Mobile	2895	2611	269	387	531	289
	Tablet	211	184	3	32	55	29
Bounce Rate	%	51.38	57.35	60.13	23.95	73.23	71.18

### www.greaterhume.nsw.gov.au - top pages:

1. Events Calendar - Anzac Day Services in Greater Hume
2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
3. Your Greater Hume Council - Building and Development
4. Contact Us
5. Your Greater Hume Council - Careers With Us

### www.ghchildren.com.au – top pages:

1. Family Day Care
2. Family Day Care – Enrol Your Child/Children
3. News - Higher Child Care Subsidy and Removal of Annual Cap
4. Featured Content – Enrol Your Child/Our Services
5. Contact Us

### www.visitgreaterhume.com.au – top pages:

1. Natural Wonders - Wymah Ferry
2. Featured Content - Revealing Histories
3. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
4. Natural Wonders - Morgan's Lookout
5. Holbrook

## Social Media

### Delivery Plan - 1.1.2.1

**Objective** - Engagement by Council to demonstrate Council leadership. (Continued implementation of the GHC Communication Plan.) Implement and enhance on line communication tools using technologies such as social networking mechanism.

### Comments

- Instagram, #visitgreaterhume – 967 followers
- Individual facebook pages:
  - Greater Hume Council – 2900 followers
  - Visit Greater Hume – 590 followers
  - Holbrook Submarine Museum – 1152 followers
  - Greater Hume Children's Services – 913 followers
  - Greater Hume Youth Advisory Committee – 494 followers
  - Buy Local in Greater Hume – 569 followers

## Greater Hume Council Newsletters

### Delivery Plan - 1.2.1.1

**Objective** - Implement the planned community engagement processes using various communication strategies. (Develop four Council newsletters (Autumn, Winter, Spring and Summer) and a rates notice insert whilst ensuring effective and targeted content.)

### Comments

The Winter edition of Greater Hume Council Newsletter is planned to be developed and sent out electronically first week of June.

## Grants and Funding

### Delivery Plan - 3.2.1.2, 4.1.1.1

**Objective** - Continue to support and develop sporting facilities and other community infrastructure. Identify opportunities for external grant funding.

### Comments

Greater Hume has now partnered with GrantGuru to provide is the most comprehensive grants database in Australia that includes grants and assistance across all levels of government and the private sector (philanthropic grants), each summarised into a one-page template for easy comparison. This grant portal is available to Council staff, local businesses, community and sporting groups throughout Greater Hume. The following grant applications have been recently submitted:

Name	About	Current
Austrade's Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000 – 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.	Austrade has granted an extension to this grant to end of 2022 to cover the Henty Machinery Field Days in Sept 2022. Additional filming is being planned in the Autumn months by Angry Ant Marketing, Wagga Wagga.
Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745 - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub	The Project involves the engagement of a Digitisation Project Officer and development of a Digitisation Hub (Thurgoona Collection Store, 2 Hoffman Road, Thurgoona) to implement professional training programs for individual museums and facilitating the digitisation of at least 400 objects. AlburyCity is lead agent.	All six museums are busy organising their significant items digital information. There has also been one on one sessions and a two day training workshop in early April, with each of the museums on how to use scanners and cameras at the new Digitisation Hub.
Museums & Galleries NSW - \$13,000	Greater Hume has engaged Nomad Films to research, develop, film and edit a 6 episode web series on 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.	Helen Newman and Alyson Evans from Nomad Films ( <a href="http://www.nomadfilms.com.au/">http://www.nomadfilms.com.au/</a> ) have now completed the videos. The videos are now featured on Visit Greater Hume website.
NSW Government - Bushfire Local Economy Recovery Fund - \$451,054 – Hanel's Lookout	This project at Hanel's Lookout (Woomargama National Park) will create viewing platforms, walk ways, sealed car park, sealed Hanel's Road, toilet, picnic area and signage.	Tenders and environmental assessment has commenced with major works during 2022 with minor works completed by April 2023.
Stronger Country Communities Fund - Round 4	11 applications were submitted from various community groups and 9 GH Council applications. Totaling \$3,224,567.00	4 Successful applications - GHC Culcairn Recreation Ground new playground, Billabong Little Athletics at Henty, Holbrook Gym Club and Jindera Netball Club.
Crown Reserves Improvement Grant	4 applications from community groups were submitted. Two applications successful	Walbundrie Sportsground (\$192,129 new multipurpose shed) and Jindera Park (\$87,681 amenities block).
Culture, Heritage and Arts Regional Tourism (CHART) program	Purchase of essential conservation materials for six community run museums to assist them to appropriately care for their collections.	Successful - \$12,727.98. Now organising purchase of conservation materials.
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,198.20. Finalising financial agreement with Riverina Water.

Cultural Tourism Accelerator Grant	Marketing of films developed in Let's Get Digital grant, see above.	Successful - \$10,000 - Television commercial and social media video have been developed by Frank & Ernest. Adverts are now running on Prime Television from mid April.
NSW Government's Reconnecting Regional NSW - Community Events Program	This funding is for existing or new events in Greater Hume, it is one off funding. Greater Hume Council has been allocated \$301,708 to provide to events in Greater Hume, there are strict conditions, the event must be held before 31 March 2023.	Council has called for expressions of interest by Wednesday 25 May, expressions of interest will be assessed and shortlisted by Wednesday 8 June and a Greater Hume Application will be submitted to the NSW Governemtn by 5pm AEST Friday 24 June 2022
NSW Government - COVID 19 Pandemic Support Funding	\$20,000 - The program aims to assist councils with the least capacity to respond to COVID-19 impacts and those impacted by border closures.	In partnership with Murray Regional Tourism a cooperative marketing plan has been developed including social media campaign, content shoot to upgrade images, developing Alpaca Map itineraries, dedicated blogs and e news consumer takeover.

## Greater Hume Tourism and Promotions

### Delivery Plan - 3.3.1.1

**Objective** - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council.

#### Comments

- Monthly newsletters sent to all Greater Hume Tourism Operators, providing latest information on tourism opportunities, marketing, social media and promotional campaigns as well as relevant contacts and statistics.
- Currently managing over 160 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 on line exposure, bookings and marketing.
- Scheduled another social media Welcome to Greater Hume campaign, providing reels, tours and ideas of what people can do in Greater Hume during 2022. There will be a particular emphasis on producing reels with our themes of history and heritage and natural environment. The average reach on our posts is currently 1500.
- Submitted visitor and What's On advertising in Out and About Autumn 2022 Edition in Border Mail. The print run is 24,000, 14,000 are inserted into The Border Mail and the additional 10,000 distributed. Distribution is to all Visitor Information Centres through NE Victoria and South West NSW/Riverina plus Canberra and Melbourne. Other business (inc motels) and advertisers.
- Emailed (over 600) 'What's On in April' 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.
- Wagga Wagga City Council (WWCC) partnership for marketing cooperative involving Lockhart, Narrandera, Coolamon, Junee, Cootamundra/Gundagai and the unique and authentic experiences we offer through day trip itineraries. Go to <https://visitwagga.com/thedriveway/greater-hume> to see television and social media campaigns.
- Austrade's Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000 – Greater Hume and Henty Machinery Field Days Promotional Production - Austrade has given an extension to this grant to end of 2022 to cover the Henty Machinery Field Days in Sept 2022, please refer to Grants and Funding section.
- COVID 19 Pandemic Support Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW, please refer to Grants and Funding section.

## Visitor Information Centre and Submarine Museum

### Delivery Plan - 3.3.1.1.06, 3.3.1.1.05

**Objective** - 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.

#### Comments

Visitor Information Centre Statistics:

Apr 2022 - Walk In – 2326, Phone Calls - 55, Emails – 2.

Apr 2019 - Walk In – 1806, Phone Calls - 33, Emails – 7.

Submarine Museum Statistics:

Apr 2022 - Adult - 242, Child - 200, Concession - 230, Family - 116, Group - 9, Total - 797.

Apr 2019 - Adult - 107, Child - 134, Concession - 26, Family - 152, Group - 85, Total - 504.

## Events

### Delivery Plan - 3.3.1.1, 2.1.1.1

**Objective** - To assist with the promotion of Greater Hume's many and varied events. Encourage more residents to be involved in Greater Hume and events.

### Comments

- Supporting the following events - Jindera Pioneer Museum, Jindera Community Garage Sale, G -Rodge Markets, Holbrook Easter Fly-in, Holbrook Sheep and Wool Fair and ANZAC Day events.
  - Currently revising the Greater Hume Events Guide.
  - NSW Government's Reconnecting Regional NSW - Community Events Program - funding is available for Greater Hume events, please refer to Grants and Funding section.
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## Australia Day

### Delivery Plan - 1.1.2.7 and 2.1.1.1

**Objective** - Recognise community leaders and their efforts and encourage others in the community to take up leadership roles.

### Comments

Currently advertising to community an Expression of Interest to host Australia Day in 2023, applications are due 28 May 2022.

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## Signage

### Delivery Plan - 3.3.1.1

**Objective** - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council.

### Comments

Currently organising visit Greater Hume signage on Hume Highway and Coronation Sign, Culcairn Sportsground.

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## Murray Regional Tourism (MRT)

### Delivery Plan - 3.3.1.1

**Objective** - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (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.)

### Comments

- Currently attending monthly zoom meetings with MRT and the VIC network group.
  - Planning to extend the Love The Murray campaign and cooperative marketing initiatives.
  - Attending the Good Food and Wine Show in June 2022 in Melbourne, three operators are attending, Flyfaire Wines, Wymah Organics and Lupins for Life.
  - Working with MRT to develop a Greater Hume promotional campaign, see COVID 19 Pandemic Support Funding, please refer to Grants and Funding section.
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## Museums and Heritage

### Delivery Plan - 3.3.1.1

**Objective** - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (GHC currently has 11 public or private museums and three historical societies. Museum Advisor (Vanessa Keenan) – In partnership with Albury City Council and Museums and Galleries NSW.)

### Comment

The Museum Adviser has been reaching out to museums mostly relating to the two successful grants we have obtained (Let's Get Digital and Digitisation of Museums), please refer to Grants and Funding section. . All six museums are busy organising their significant items digital information. There has also been one on one sessions and a two day workshop planned for early April, with each of the museums on how to use scanners and cameras at the new Digitisation Hub. Television (Prime Television) and Social Media advertisements currently being rolled out from mid April to October showcasing the videos which have been developed for each of the six museums.

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## Murray Arts

### Delivery Plan - 3.3.1.1

**Objective** - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (Murray Arts aim is to actively assist the ongoing development of, and participation in, arts and culture throughout the Border region.)

### Comment

Have been appointed to the Murray Arts Strategic Advisory Council (MASAC), which meets twice a year and sits alongside the Murray Arts Board to guide the direction of the organisation towards achieving its goals.

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