

TOURISM AND PROMOTIONS REPORT - AUGUST 2021

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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
August 2021		21	20	21	20	21
Website Traffic	New	3900	2964	514	209	296
	Returning	1296	1138	245	150	31
Traffic Source	Organic	3307	2767	260	195	168
	Direct	909	713	446	124	66
	Referral	126	178	16	18	69
	Social	388	29	37	22	10
Device Paths	Desktop	2362	1987	309	166	166
	Mobile	2137	1454	436	176	126
	Tablet	161	178	14	17	12
Bounce Rate	%	59.32	57.15	67.72	58.22	69.11

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

1. Living in Greater Hume - COVID 19 Information in Greater Hume Area
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. Living in Greater Hume - Rates

www.ghchildren.com.au – top pages:

1. Family Day Care – Enrol Your Child/Children
2. Family Day Care
3. Featured Content – Children and Families
4. Contact Us
5. Holbrook Centre

www.visitgreaterhume.com.au – top pages:

1. Featured Content - Natural Wonders - Table Top Reserve
2. Featured Content - Natural Wonders
3. Featured Content – Planning Trips and Tours
4. Featured Content – Natural Wonders - Morgan's Lookout
5. Featured Content – Planning Trips and Tours - Itineraries and Tours

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 – 857 followers
- Individual facebook pages:
 - Greater Hume Council – 2684 followers
 - Greater Hume Visitor Information Centre – 571 followers
 - Holbrook Submarine Museum – 1116 followers
 - Greater Hume Children's Services – 889 followers
 - Greater Hume Youth Advisory Committee – 434 followers
 - Buy Local in Greater Hume – 535 followers

Greater Hume Council Newsletters

Delivery Plan - 1.2.1.1

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

Comments

The Greater Hume Council News Rates Insert has been sent out with all Greater Hume Rate Notices. This includes information on 2021-2022 budget highlights, amounts each Council department is receiving from budget, grants and funding obtained from previous financial year, information on constitutional referendum and other information for residents and ratepayers.

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

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.	Development of Hume Highway signage in conjunction. An extension has been granted to first half of 2022 in light of recent COVID 19 restrictions.
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.	Hayley Lander, Digitisation Project Officer has been meeting via Zoom key people to commence planning of visits/workshops when COVID restrictions lift. Hub is being furnished, although some items are taking a while due to COVID.
Museums & Galleries NSW - \$13,000	Greater Hume has engaged Nomad Films 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.	Helen Newman and Alyson Evans from Nomad Films (http://www.nomadfilms.com.au/) have met with most of the museum volunteers to organise stories. Currently developing content in readiness for filming, probably in Oct.
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.	Submitted, Awaiting Outcome
Stronger Country Communities Fund - Round 4	11 applications were submitted from various community groups and 9 GH Council applications. Totaling \$3,224,567.00	Awaiting Outcome
Crown Reserves Grant	4 applications from community groups were submitted. Totaling over \$800,000.	Awaiting Outcome

Greater Hume Tourism

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 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.
 - Currently managing 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 a six month social media Welcome to Greater Hume, providing tours and ideas of what people can do in Greater Hume between August 2021 and February 2022.
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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 Closed due to COVID lockdown, from 14 August.

Visitor Information Centre Statistics:

August 2021 - Walk In – 73, Phone Calls - 10, Emails – 0.

August 2019 - Walk In – 515, Phone Calls - 26, Emails – 28.

Submarine Museum Statistics:

August 2021 - Adult - 13, Child - 1, Concession - 3, Family – 4, Group – 0, Total - 21.

August 2019 - Adult - 49, Child - 16, Concession - 79, Family – 23, Group –14, Total - 181.

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

Many events have been cancelled in September and October. Providing support for - Battle of the Border (Carriage Driving) (Dec), Henty Machinery Field Days (now Mar and Sept 22) and various library events.

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

Meeting with Rotary Club of Holbrook to commence planning for Greater Hume Australia Day celebrations at Holbrook has occurred, with lots of ideas and suggestions for the day.

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

Emailed 'What's On in August' 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. Developing and have commenced rolling out of social media tiles on towns and villages, tours and itineraries. Working with Murray Regional Tourism on a Made in the Murray campaign, more details below.

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, replacing Andrew Hoy signs at Culcairn and Munyabla heritage signs.

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.
 - Continuous advocacy during the COVID 19 crisis.
 - Makers and Creators Campaign - MRT will be launching a social media campaign into regional NSW/VIC and Melbourne under 'Made in the Murray' banner, we have sent information on 14 Makers and Creators in Greater Hume who have an online shopping platform. The campaign will feature makers and creators from the Murray under the Made in the Murray branding. A webpage has also been created with links to each of the makers and creators shopping platforms, <https://www.visitthemurray.com.au/things-to-do/food-drink/made-in-the-murray>.
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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), see Grants and Funding for more information.

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.