

TOURISM AND PROMOTIONS REPORT (February 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. Delivery Plan 3.3.1.1.06, 3.3.1.1.05	<ul style="list-style-type: none"> • Visitor Information Centre and Submarine Museum reopened on 10 June 2020. • Visitor Information Centre Statistics: Walk In – 317, Phone Calls - 32, Emails – 2. • Submarine Museum Adult - 37, Child - 5, Concession - 43, Family – 21, Group – 9. • Graphs have not been included in this report.
Events	To assist with the promotion of Greater Hume's many and varied events. Implement the GH Visitor Experience Plan. Delivery Plan 3.3.1.1.01, 3.3.1.1.08	<ul style="list-style-type: none"> • Emailed all event organisers in Greater Hume to commence planning for 2021.
Social Media	Implement and enhance online communication tools using technologies such as social networking mechanism. Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.09	<ul style="list-style-type: none"> • Instagram, #visitgreaterhume – 759 followers • Individual facebook pages: <ul style="list-style-type: none"> ○ Greater Hume Council – 2466 followers ○ Greater Hume Visitor Information Centre – 541 followers ○ Holbrook Submarine Museum – 1078 followers ○ Greater Hume Children's Services – 835 followers ○ Greater Hume Youth Advisory Committee – 405 followers ○ Buy Local in Greater Hume – 450 followers
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. Delivery Plan 3.3.1.1.01, 3.3.1.1.08	<ul style="list-style-type: none"> • Emailed 'What's On in March 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. • Developing and have commenced rolling out of social media tiles on towns and villages, tours and itineraries.
Australia Day	Recognise community leaders and their efforts and encourage others in the community to take up leadership roles. Delivery Plan 1.1.2.8.1 and 2.1.1.1.1	<ul style="list-style-type: none"> • Australia Day in Greater Hume held at Walbundrie, sending thank you letters, arranging grant acquittals and promoting winners via social media, website and media.
Signage	Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.03	<ul style="list-style-type: none"> • Currently looking at grant opportunities for further signage.
Greater Hume Council Newsletters	Redesign the format and content of Council's quarterly newsletter to ensure effective and targeted content. Delivery Plan 1.2.1.1.3	<ul style="list-style-type: none"> • Greater Hume First 2021 Newsletter – commenced work – out first week of April.

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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. Delivery Plan 3.3.1.1.04	<ul style="list-style-type: none"> • Murray Arts have commenced planning for 2021. Susan Reid has taken over as Acting Director Murray Arts while Alyce Fisher is on maternity leave. • Developed a Cultural Round Table Group to support the arts in the Murray Region.
Greater Hume Tourism	Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. Delivery Plan 3.3.1.1.06, 3.3.1.1.05	<ul style="list-style-type: none"> • 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 152 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. • Continuing with social media Welcome to Greater Hume and providing tours and ideas of what people can do in Greater Hume. • Destination Riverina Murray and Murray Regional Tourism held a Destination Inspiration Workshop in Albury on 25 February with some great guest speakers. 5 Greater Hume Tourism Operators attended the workshop which was limited to 50 from the region.
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. Delivery Plan 3.3.1.1.04, 3.3.1.1.07, 3.3.1.1.16	<ul style="list-style-type: none"> • Murray Regional Tourism is currently holding monthly Zoom meetings with all Tourism Managers to assist with advocacy and commence planning for 2021. • A Visitor Information Centre network is meeting via Zoom on a monthly basis. • Murray River Traveller Guide is now available in all regional Visitor Information Centres. • Murray Regional Tourism is funding a mentoring program to develop new tourism experiences and enhance ongoing experiences. They are also providing a support program (Karen Oliver Support) for tourism operators wishing to apply for current Destination NSW tourism funding.
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. Delivery Plan 3.3.1.1.14	<ul style="list-style-type: none"> • The Museum Adviser has been engaged again for 2021. Have met with Museum Advisor and Albury City representatives to commence planning for 2021. During Dec and Jan have been working on a major grant application. See Grants and Funding for information.

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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: right;">Delivery Plan 3.3.1.1.04</p>	<ul style="list-style-type: none"> • Stronger Country Communities Fund (NSW Government) Round 3 6 projects were successful, Burrumbuttock P & C – Covered Outdoor Learning Area, Greater Hume Council – Youth Program, Holbrook Netball Club – Shelters, seating and landscaping, Greater Hume Council – Walla Walla Shared Path, Jindera Netball Committee – repair and resurface netball courts and Henty Australian Football Club – repair and resurface netball courts. Greater Hume’s allocation is \$794,431. <p>The following grant applications have been recently submitted:</p> <ul style="list-style-type: none"> • 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. – SUBMITTED, AWAITING OUTCOME. • Create NSW - Regional Cultural Fund - Digitisation Round – \$233,965 - 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&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 & 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. SUBMITTED, AWAITING OUTCOME • 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 carpark, sealed Hanel’s Road, toilet, picnic area and signage. – SUBMITTED, AWAITING OUTCOME • Continued to supply Letters of Support and advice to Community Groups for Grant Applications. • Working with local tourism operators and event organisers on the following funding opportunities: <ul style="list-style-type: none"> • Tourism Product Development Fund (Closes 31 March): <ul style="list-style-type: none"> • Stream 1 - Refresh and Renew Fund: Offering \$10,000 grants to regional tourism operators to update their product or experience. • 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. • 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.
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<p>Council Website</p> <p style="text-align: center;"><i>Delivery Plan 1.2.1.1.4</i></p>	<p>Develop a new Greater Hume Council website including a dedicated Have Your Say portal which is compliant with accessibility standards.</p>	<p>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.</p>					
			<p>Greater Hume greaterhume.nsw.gov.au</p>		<p>GH Children Services ghchildren.com.au</p>		<p>Visit Greater Hume Visitgreaterhume.com.</p>
	February 2021		20/21	19/20	20/21	19/20	20/21
	Website Traffic	New	3452	2732	254	322	287
		Returning	1207	1225	165	231	17
	Device Paths	Desktop	1983	1742	144	255	147
		Mobile	2009	1578	262	275	128
		Tablet	168	228	13	23	20
	Traffic Source	Organic	3012	2647	258	216	203
		Direct	703	626	121	198	43
		Referral	203	160	3	60	46
		Social	315	175	37	79	4
	Bounce Rate	%	62.31	60.31	46.78	58.77	71.75
	<p>www.greaterhume.nsw.gov.au - top pages:</p> <ol style="list-style-type: none"> 1. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste 2. Your Greater Hume Council – Careers with Us 3. Contact Us 4. Your Greater Hume Council – Council Meetings 5. Your Greater Hume Council – Building and Development 						
<p>www.ghchildren.com.au – top pages:</p> <ol style="list-style-type: none"> 1. Family Day Care 2. Family Day Care – Enrol Your Child/Children 3. Featured Content – Children and Families 4. Enrol 5. Contact Us 							
<p>www.visitgreaterhume.com.au – top pages:</p> <ol style="list-style-type: none"> 1. Walla Walla – Explore Eat Stay – The Old Walla Walla Bake Haus Tea Rooms 2. Featured Content – Natural Wonders – Morgan’s Lookout 3. Featured Content – Natural Wonders - Table Top Reserve 4. Featured Content – Be Inspired – History and Heritage 5. Featured Content – Natural Wonders – The Old Hume Highway 							