

# TOURISM AND PROMOTIONS REPORT - OCTOBER 2022

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## Greater Hume Council Websites

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community.

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	
October 2022		22	21	22	21	22	21
Website Traffic	New	8428	7882	610	360	992	540
	Returning	2082	1771	216	140	117	71
Traffic Source	Organic	5615	5083	485	193	633	320
	Direct	1985	3401	323	274	132	68
	Referral	237	199	4	6	269	176
	Social	1572	224	14	27	7	9
Device Paths	Desktop	3655	4988	366	244	430	266
	Mobile	5183	3619	459	256	542	262
	Tablet	402	207	1	0	45	31
Bounce Rate	%	66.40	70.81	73.85	72.00	79.61	72.15

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

1. Living in Greater Hume - Roads and Road Safety - Current Road and Facility Closures
2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
3. Your Greater Hume Council - Have Your Say On Exhibition - Jindera Adventure Playground Design
4. Living in Greater Hume - Roads and Road Safety
5. Your Greater Hume - Building and Development

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

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

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

1. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
2. Natural Wonders - Wymah Ferry
3. Natural Wonders - Morgan's Lookout
4. Natural Wonders- Table Top Reserve
5. Natural Wonders - Billabong Creek

## Social Media

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community.

Continued implementation of the GHC Communication Plan. Expand the information available to the community online and encourage online collaboration and self-serve service platforms

### Comments

- Instagram, #visitgreaterhume – 1033 followers
- Individual facebook pages:
  - Greater Hume Council – 3300 followers
  - Visit Greater Hume – 648 followers
  - Holbrook Submarine Museum – 1235 followers
  - Greater Hume Children's Services – 963 followers
  - Greater Hume Youth Advisory Committee – 495 followers
  - Buy Local in Greater Hume – 594 followers

## Greater Hume Council Newsletters

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community.

Develop quarterly Council newsletters and a rates notice insert whilst ensuring effective and targeted content

### Comments

Summer edition of Greater Hume Council Newsletter is currently being developed. Will be sent out electronically first week of December.

## Grants and Funding

**Outcome 1.2** - Our infrastructure and services are aligned to the health, wellbeing and safety needs of the community

### 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.	Currently arranging the acquittal for this project.
Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745 - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub	The Project involved the engagement of a Digitisation Project Officer and development of a Digitisation Hub (Thurgoona Collection Store, 2 Hoffman Road, Thurgoona).	Whilst the project has now concluded the new Digitisation Hub is now in full operation with regular workshops and museum volunteers utilising the facility.
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.	Australia Ramp and Access Solutions Albury has commenced construction of the walkway, viewing platform and toilets and Longford Civil will commence shortly the construction of the road, carpark and sealed footpath.
Stronger Country Communities Fund - Round 4	11 applications were submitted from various community groups and 9 GH Council applications. Totalling \$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.
Stronger Country Communities Fund - Round 5	Funding of \$1,376,603 of which \$946,414 has been allocated to Council and the balance of \$430,189 is open to eligible Community Groups.	Council resolved to submit 5 Greater Hume Council applications with a further 2 applications from 355 committees.
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).
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,000 - organising painters and lighting equipment.
Reconnecting Regional NSW - Community Events Program	Greater Hume Council has been advised of an allocation of \$301,708 towards the NSW Government's Reconnecting Regional NSW – Community Event Program.	Successful - Event organisers are returning their signed contract and invoices.
Maritime Museum	Submarine Museum Holbrook – Restoration and Framing of WWII Jolly Roger Flag \$1350.00	Successful - Work in Progress
National Australia Day	The funding will cover AD merchandise, photographer, MC, community event and furniture.	\$19,800.00

## Greater Hume Tourism and Promotions

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience-

### Comments

- Monthly newsletters are 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.
- Managing over 160 Greater Hume ATDW Listings. The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. ATDW distributes 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 Spring 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 October 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.
- 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. Currently organising the acquittal on this project.
- COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and will now be rolled out from November 2022.

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## Visitor Information Centre and Submarine Museum

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience.

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:

October 2022 - Walk In – 1426, Phone Calls - 27, Emails – 2.

October 2018 - Walk In – 1264, Phone Calls - 45, Emails – 18.

Submarine Museum Statistics:

October 2022 - Adult - 111, Child - 28, Concession - 171, Family - 88, Group - 40, Total - 438.

October 2018 - Adult - 67, Child - 118, Concession - 30, Family - 160, Group - 14, Total - 389.

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## Events

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

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 - Burrumbuttock Flower Show, Culcairn and Walbundrie Agricultural Shows, Henty Town Garage Sale, Walbundrie Go Fish, High Tea at Jindera Pioneer Museum and various other community and council events.

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## Australia Day

**Outcome 1.1** - Our communities are welcoming and inclusive to support diversity and social connectedness

### Comments

Nominations are now open for Greater Hume's Top Citizens, nomination form on website, social media and community newsletters. Australia Day 2023 will be held at Brocklesby Recreation Reserve, Brocklesby.

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## Signage

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

### Comments

Developing signage for Yambla View Wambariga Lookout.

## **Murray Regional Tourism (MRT)**

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

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.
  - Advocacy for current flooding crisis along the Murray and positive promotions depicting The Murray as still open for visitors with a wide range of activities still open.
  - COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and has now been extended to Summer 2022. A promotional photoshoot will occur during November.
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## **Museums and Heritage**

**Outcome 1.3** - Our connection to the local culture and environment fosters positive relationships and learning for sustained health benefits.

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 is arranging ongoing training workshops with museum volunteers, staff of Albury and Greater Hume at the new Digitisation Hub. Revealing Histories adverts have now completed and an acquittal being developed. Statistics on the adverts will be provided in the editor's next report. Greater Hume Community Museums have also uploaded many objects onto eHive (eHive is a web-based collection cataloguing system used worldwide by hundreds of museums, societies and private collectors to catalogue objects, store images, manage acquisition information and publish their collections online.) for those looking to learn more about some of the regions most significant objects/ artefact's.